



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2022/2023 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL**

**SCIENCES & CREATIVE INDUSTRIES**

**COMMON COURSE**

**COURSE CODE: CMJ 3204-1**

**COURSE TITLE: SPORTS JOURNALISM**

**DATE: 2<sup>ND</sup> DECEMBER, 2022**

**TIME: 0830-1030**

---

**INSTRUCTIONS TO CANDIDATES**

1. Answer question ONE and any other TWO questions

*This paper consists of **THREE** printed pages. Please turn over*

### **QUESTION ONE**

- a) Explain the term 'sports management' **(5 Marks)**
- b) Discuss the structure of the sports department in a non-profit sport organization **(10marks)**
- c) KTN sports department has contracted you to join its selection panel in recruitment of a professional sport news editor. As a resourceful person explain the qualities would you recommend for a good sports editor for the Media house? **(5 Marks)**
- (d)Discuss the role sports editors' play in major market media outlets. **(5mks)**

### **QUESTION TWO (20 Marks)**

- (a)Sports beat reporters are constantly updating their email contact list, adding numbers to their cell phones address books. It is virtually impossible to cover teams without the help of sources. Justify **(10marks)**
- (b)A short radio feature story about a one-arm safari football club goal keeper could easily be told after you talk to just the keeper himself: But why stop there? Explain what will give you story much more depth to earn a mark from your editor. **(10marks)**

### **QUESTION THREE (20Marks)**

- (a)The lazy sports writers merely notes the time and place of the game, mixes in a far statics, and adds a quotation from each coach. This formulae produces the same stale story week in and week out.  
**Question:** as a professional sports beat writer, how would you add flavor to your advances? **(10 marks)**

- (b)Interviews are essential to any sports story. Discuss the rudimentary principles for preparing radio and Television sports interview **(10 marks)**

### **QUESTION FOUR (20 marks)**

- (a)Broadcast journalists speak in a conversation does not mean incorrect. Television and Radio stories are written with precision and attention to language. Explain the tips in writing a good broadcast sports story **(10marks)**
- (b)Proof reading begins with the writer who should correct before filing a story. Explain the steps to Error free stories **(10marks)**

///END///