



**MAASAI MARA UNIVERSITY**  
**REGULAR UNIVERSITY EXAMINATIONS**  
**2022/2023 ACADEMIC YEAR**  
**THIRD YEAR SECOND SEMESTER**  
**SCHOOL OF ARTS & SOCIAL SCIENCES**  
**BACHELOR OF ARTS IN**  
**COMMUNICATION & PUBLIC RELATIONS**  
**COURSE CODE: CMJ 3204-1**  
**COURSE TITLE: SPORTS JOURNALISM**

DATE: 26/4/ 2023

TIME: 1100-1300 HRS

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**INSTRUCTIONS TO CANDIDATES**

1. Answer questions one and any other two questions.

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

### **Question one (30 Marks)**

- a) Write a profile of a sport person of your choice. (5 marks)
- b) State and explain the Five Ws used in writing intros (5marks)
- c) Discuss the following terms using relevant examples.
  - Color piece
  - Built up scene
  - Cross-over piece
  - Processing copy
  - Peg

(5marks)

- d) State five importance of sports reporting. (5 marks)  
(5marks)
- e) Using an example of your choice, state and explain the contents of a prospect. (5marks)
- f) Mention four roles of a sports journalist  
(5marks)

### **Question Two**

In reporting an international track and field meeting for radio, describe how you would prepare for the meeting .Give ten essential items.  
(20marks)

### **Question Three**

Assess the qualities you would be looking out for in good commentator.  
(20marks)

### **Question Four**

- a) Discuss five sources of news. (10marks)
- b) Explain the importance of sports news coverage.  
(10marks)

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