Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

|  |  |  |  |
| --- | --- | --- | --- |
| **Code :** | **14VC3013** | **Duration :** | **3hrs** |
| **Sub. Name :** | **SPORTSCASTING** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Describe the role of media in sports and sportscasting. | CO1 | 20 |
| **(OR)** | | | | |
| 2. |  | Elaborate on different categories in the sport business budget. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Star India MD Sanjay Gupta said, “Technological innovations is at the heart of the experience, bringing the stadium home and giving the fans an interactive and immersive viewing experience." Discuss and comment. | CO2 | 20 |
| **(OR)** | | | | |
| 4. |  | Demonstrate the instructions to be followed for the following:  a. How to deliver your message effectively?.  b. Why body language is critical?. | CO2 | 20 |
|  |  |  |  |  |
| 5. |  | During FIFA world cup 2018, Moscow saw the heaviest tourist flow of more than 2.7 million. Jusfity how the sport tourism is increasing exponentially?. | CO1 | 20 |
| **(OR)** | | | | |
| 6. | a. | Recall 10 game rules of any one sport of your choice. | CO1 | 10 |
| b. | List out the tips given by Marty Glickman to sportscaster on how to be an effective communicator. | CO3 | 10 |
|  |  |  |  |  |
| 7. |  | Analyze how the sportcasting in IPL has increased and taken prominent place in engaging the audience. | CO2 | 20 |
| **(OR)** | | | | |
| 8. | a. | Discuss on drugs, grambling and violence in sports. | CO2 | 10 |
| b. | Describe the future technologies used in the sports. | CO2 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | Demonstrate the ten key skills needed for sportscasters. | CO3 | 20 |