B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

Fifth Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—MASS COMMUNICATION AND BROADCASTING MEDIA—RADIO

(2013 Admission onwards)

Time : Three Hours　　　　　　　　　　　　　　　　　Maximum : 80 Marks

Part A

Answer all questions each in a sentence or two.
Each question carries 1 mark.

1. Expand CCU.

2. What is a Pov shot ?

3. Fade in is —————.

4. CPM is —————.

5. A microphone which picks up sound from all directions is —————.

6. Radio Margo is from ————— group of companies.

7. The earlier form of AIR is —————.

8. HTML is —————.

9. www is inverted by —————.

10. Whats App Messenger was taken over by —————.

(10 × 1 = 10)

Part B (Short Notes)

Answer any eight questions in about 60 words each.
Each question carries 2 marks.

11. Broadcasting Bill.

12. 'Occupy Wall Street'.

13. CNN.

14. Floor Manager.

15. Run-order.

16. Gyan vani.

Turn over

17. Location scouting.

18. Reality TV.

19. Story board.

20. Bi-directional microphone.

21. Pundalik.

22. Wipes.

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions in about 100 words each.
Each question carries 4 marks.

23. Give a description on animated films.

24. What are the features of on-line journalism ?

25. 'Documentary is a creative representation of actuality'—Elucidate this statement.

26. Explain the principle of 'Writing to Pictures'.

27. Describe the production plan for a TV debate show which involves an anchor, three pandists and audience.

28. What are various types of shots ?

29. Give brief descriptions on major radio services in the world.

30. Describe the structure of a Radio station.

31. Explain how we can make use of Radio Drama for social change ?

(6 × 4 = 24)

Part D (Essays)

Answer any two questions in about 300 words each.
Each question carries 15 marks.

32. Explain any *five* radio formats with its features.

33. What are the stages involved in a film production ?

34. Give a concept note for a children's programme to be aired in a recently launched Malayalam channel.

35. 'Social Media with its interactivity has brought in a revolution in mass communication'—critically evaluate this statement.

(2 × 15 = 30)