

19101550



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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.) EXAMINATION, APRIL 2019

Fourth Semester

Mass Communication and Journalism

MC 4CRT 19—RADIO PRODUCTION

(2017 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

*Answer any **ten** questions.
Each question carries 2 marks.*

1. Ambience sound.
2. Sound formats.
3. Internet radio.
4. Signature tune.
5. Phone-in programmes.
6. Radio host.
7. FM.
8. MP3.
9. Prasar Bharati.
10. Narrow casting.
11. SW.
12. SITE.
13. Spectrum.

(10 × 2 = 20)

Part B

*Answer any **six** questions.
Each question carries 5 marks.*

14. Explain the major landmarks in Indian broadcasting history.
15. Explain the structure and content of radio news bulletins.

Turn over





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16. A running commentary of an event on radio has to be different from the same on television. Elucidate.
17. Effective managing and modulating of sound is key to broadcasting. Explain.
18. Explain the qualities and responsibilities of a radio jockey.
19. Explain the technical aspects of radio programme production.
20. What are the challenges faced when reporting and presenting news for radio ?
21. Explain the scope of radio as tool for 'infotainment'.
22. What are the challenges of presenting a radio drama ?

(6 × 5 = 30)

Part C

*Answer any **two** questions.
Each question carries 15 marks.*

23. Explain the characteristics of radio as a mass medium.
24. Elucidate different types of radio programme formats with examples.
25. Explain the elements of radio news bulletin.
26. Discuss the latest trends in radio broadcasting.

(2 × 15 = 30)

