



Reg. No. :

Name :

Third Semester B.A. Degree Examination, December 2017
(Career Related First Degree Programme Under CBCSS)
Group 2(a) : Journalism and Mass Communication and Video Production
Foundation Course – II
JC – 1321 : RADIO BROADCASTING
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Answer all questions each in 30 words :

(10×1=10 Marks)

- 1) Listenership survey.
- 2) Radio talk.
- 3) Indian Broadcasting Company.
- 4) Headphones.
- 5) Breaking News.
- 6) Dubbing.
- 7) Internet Radio.
- 8) Yuva Vani.
- 9) Postproduction.
- 10) Adobe Audition.

II. Write short notes, each not exceeding 60 words on any eight of the following :

(8×2=16 Marks)

- 11) AIR as a public broadcaster.
- 12) FX.
- 13) Satellite Radio.
- 14) AM and FM.
- 15) Interview Preparations.



- 16) Documentary.
- 17) Signature Tune.
- 18) Vividh Bharathi Service.
- 19) Radio spectrum.
- 20) Promo and PSA.
- 21) BBC.
- 22) Radio reporter.

III. Write short essays, **each not exceeding 120 words**, on **any six** of the following :
(6×4=24 Marks)

- 23) Headlines and Teaser.
- 24) Qualities of a news reader.
- 25) Malayalam Private FM Stations.
- 26) Running Commentaries.
- 27) Radio Drama.
- 28) Qualities of a news reader.
- 29) News Desk.
- 30) Types of Microphones.
- 31) Community radios.

IV. Write long essays on **any two** of the following : **(2×15=30 Marks)**

- 32) Discuss new trends and technologies in broadcasting.
 - 33) Explain essential elements in a news package.
 - 34) Discuss the evolution of radio in India.
 - 35) What are the writing techniques for radio ?
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