

Reg. No. :

Name :

Third Semester B.A. Degree Examination, October 2019

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 a word or a maximum of 30 words :

1. Name the corporation which controls AIR.
2. Credibility in news.
3. Listener/s.
4. Name any three AIR stations in Kerala.
5. Live broadcast.
6. Script.
7. Console.
8. Artificial echo.

9. Bi-directional microphone.

10. The major wings of AIR.

(10 × 1 = 10 Marks)

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

11. Digital radio.

12. Reading rate in radio news.

13. Transmitter.

14. Human voice.

15. Announcers and Radio jockeys.

16. Radio on Internet.

17. Log in radio broadcast.

18. Main three parts of radio format.

19. Radio interviews.

20. What is the necessity for special news bulletins?

21. In what ways are deadlines sharper for radio than for the print medium?

22. Frequency.

(8 × 2 = 16 Marks)

III. Write short essays each not exceeding **120** words on any **six** of the following :

23. Radio bulletins are usually made up from different types of material. Name them.

24. Relevance of music in radio programmes.

25. Qualities of a radio producer.
26. Knowing the audience.
27. Radio discussions.
28. Radio drama.
29. Magazine programmes.
30. Contribution of music.
31. Limitations of radio broadcast.

(6 × 4 = 24 Marks)

IV. Write long essays on any **two** of the following :

32. Explain the advantages and disadvantages of audio medium over any other medium.
33. Write the script for a promo for Ek Bharath Shreshtha Bharat – an initiative to boost cultural connect between different parts of the country.
34. How will you address the audience on a topic "Broadcasting history in India"?
35. Explain different stages of radio programme production.

(2 × 15 = 30 Marks)