

END TERM EXAMINATION

THIRD SEMESTER [BAJ(MC)] NOVEMBER-DECEMBER 2017

Paper Code: BA(JMC)203

Subject: Basics of Radio Programming & Production

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

Q1 Explain any three

(5x3=15)

- a) AM vs FM
- b) Radio Announcement
- c) Web Radio
- d) Radio Audience Measurement
- e) Sound mixer

Q2 What are the strengths and limitations of radio as a mass medium? (15)

OR

What is a radio station? Explain the role played by different functionaries in a radio station.

Q3 What are the various radio programme formats? Describe any three in detail. (15)

OR

Describe the main characteristics of radio news. Differentiate between radio feature and radio drama.

Q4 Describe the various elements of a radio script. What precautions should be taken while writing for the ear? (15)

OR

What do you mean by audience? Explain the tools & techniques used for knowing the audience.

Q5 Describe various stages of a radio programme production. (15)

OR

Explain with the help of diagrams, different types of microphones used in radio programme production.
