

(Please write your Exam Roll No.)

END TERM EXAMINATION

THIRD SEMESTER [BA (JMC)] NOVEMBER-DECEMBER-2018

Paper Code: BA (JMC)-207

Subject: Radio Jockeying and News Reading

Maximum Marks : 75

Time : 3 Hours

Note: Attempt any five questions including Q.no. 1 which is compulsory.

(5x3=15)

Q1 Write short notes on (any three) of the following:

- (a) FM Radio
- (b) Associated Press
- (c) Voice Modulation
- (d) Radio News Bulletin

(15)

Q2 Radio is an audio medium. What should be kept in mind while writing for radio? Give suitable examples.

(7.5x2=15)

Q3 Write notes on the following:

- (a) Packaging Infotainment Programs
- (b) Sources for Radio News

Q4 Discuss in detail the pre-requisites for being a good Radio Jockey. (15)

Q5 Write notes on the following:

- (a) Techniques of Radio Production
- (b) Code of Ethics for Radio Presentation

(7.5x2=15)

Q6 Adding music and sound effects enhances the effectiveness of a radio programme. Discuss with the help of examples. (15)

Q7 Write notes on the following:

- (a) Emerging trends in radio industry
- (b) Challenges for Radio as a mass medium

(7.5x2=15)