

(Please write your Exam Roll No.)

Exam Roll No. 70125502422

# END TERM EXAMINATION

THIRD SEMESTER (BA(JMC) JANUARY-2024

Paper Code: BA (JMC)-207 Subject: Radio Jockeying and News Reading

Time: 3 Hours

Maximum Marks :75

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

- Q1 Write short notes on any **three** of the following: (5x3=15)
- (a) News Pool
  - (b) Use of Hardware and Software in Radio Production
  - (c) Radio Jockey
  - (d) Voice Personality
- Q2 What do you mean by radio news? Write in detail about the sources of news? (15)
- Q3 Define News Bulletin. What are the types and elements of news bulletin? Elaborate. (15)
- Q4 Regional Radio Stations play an important role in infotainment and development. Discuss with the help of examples. (15)
- Q5 What do you understand by news presentation? What are the qualities and presentation techniques for a news reader? (15)
- Q6 The use of Music and Sound Effects in a radio programme makes it more effective. Elaborate with appropriate examples. (15)
- Q7 Write short notes on **any two** of the following -: (7.5x2=15)
- (a) News Services Division
  - (b) Writing for Radio Infotainment Programmes
  - (c) Challenges for Radio as a mass medium

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