

FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2023**(Regular/Improvement/Supplementary)****MASS COMMUNICATION****GBCJ4B06T: RADIO PRODUCTION****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 25 Marks)****Write short notes on:**

1. Boot leg radio.
2. Public service broadcasting.
3. Chat shows.
4. On demand audio.
5. Announcer.
6. News caster.
7. Prime time.
8. Outdoor broadcasting.
9. Dubbing.
10. Satellite radio.
11. Windscreen.
12. Punch.
13. Speed.
14. Pronunciation.
15. Personality DJ.

SECTION B: Answer the following questions. Each carries *five* marks.**(Ceiling 35 Marks)**

16. Describe the organizational structure of AIR.
17. Suggest two new programme ideas for broadcast on 'yuvavani'. The concept must be innovative and enhance the social commitment of youth.
18. What are the different elements of radio production?
19. What are the qualities of radio journalist? Are there any differences in functional style between broadcast journalist and print journalist?
20. Describe the characteristics of online radio
21. Write about SW, MW, and LW in radio broadcasting.
22. What are the 7Ps in radio presentation?
23. What are the function of radio jockey? Why F .M radio is popular nowadays?

(PTO)

SECTION C: Answer any two questions. Each carries ten marks.

24. Write a radio feature on any socially relevant topic of your choice. Prepare your script with necessary sound bites.
25. Radio news bulletin provides fragmented news. Does it help the audience understand the contemporary situations in the right perspective? Discuss with arguments.
26. AIR attempts to reach every section of the Indian population through its different programmes. Do you agree with this view? Briefly discuss the nature and content of AIR programmes with examples.
27. F.M. Channel has changed the face of Indian broadcasting –Do you support this view? Do these channels improvise new formulas to attract the people of different age groups?

(2 x 10 = 20 Marks)