

FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2024**(Regular/Improvement/Supplementary)****JOURNALISM & 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)**

1. Write a short note on AIR.
2. Elucidate on use of jingles in a radio ad.
3. What is Guglielmo Marconi famous for?
4. List the relevance of Community Radio.
5. Briefly explain FM radio and its benefits.
6. Write on 'speed breathing'.
7. Write a note on News room management in Radio.
8. List out four qualities of a radio presenter.
9. Write a short note on sound effects in Radio.
10. Mention the basic production techniques in radio broadcasting.
11. Give a brief note on special audience programmes.
12. Comment on Satellite Radio.
13. Expand FM, AM and SW in radio transmissions.
14. Name any two audio editing softwares.
15. What are radio documentaries?

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

16. Describe the characteristics of Radio.
17. 'Web radio has its future'. Elaborate the statement with reasons.
18. Explain 7 Ps of Radio presentation.
19. Elucidate on Magazine programmes.
20. Radio is a background medium. Explain.
21. Detail the different types of Radio programme formats.
22. List and explain the roles and responsibilities of each of the personnel involved in radio production.
23. Explain the terms – 'Announcer', 'Disc Jockey' and 'Radio host'.

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

24. Dos and Don'ts of writing for Radio. Illustrate.
25. Explain how digital technology helps Radio. Validate your point with relevant examples.
26. 'Interviewing is an Art' - Comment.
27. Comment on the structure and content of Radio News bulletins.

(2 × 10 = 20 Marks)