

**FOURTH SEMESTER BA DEGREE EXAMINATION, APRIL 2025**

**(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)**

**Write short notes on:**

1. News bulletin.
2. Pitch.
3. Objectivity in news.
4. Radio reporter.
5. Internet radio.
6. Radio club of Calcutta.
7. Docudrama.
8. Dead air.
9. Narrator.
10. Sound effects.
11. Jingles.
12. Club FM.
13. Posture.
14. Radio Benziger.
15. Low profile DJ.

**SECTION B: Answer the following questions. Each carries *five* marks.**

**(Ceiling 35 marks)**

16. Who is Lionel Fielden? What was his contribution to Indian broadcasting? Give a brief account of his connection with Indian Broadcasting Company.

**(PTO)**

17. Make a comparative study between newspaper and radio.
18. Explain about radio language.
19. Do you think that radio feature requires documentation? Distinguish between radio feature and news feature giving suitable examples.
20. Discuss the importance of language in Radio news presentation.
21. What are the 7Ps in radio presentation?
22. Critically examine the advantages and disadvantages of outside broadcasting.
23. What are the qualities required for a good radio presenter?

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

24. 'Writing skill for radio is different'- why this is different from writing for newspaper and TV? Justify your points with examples.
25. What are the basics of radio news reporting? What is the role of News Editor in AIR?
26. Draw the chart of the organizational structure of a radio station. Describe the role played by different functionaries of a radio station.
27. What do you mean by the term R.J.? What should be the basic qualities required for a RJ who handle a music show?

**(2 x 10 = 20 Marks)**