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Reg. No. :

Name :

Fifth Semester B.A. Degree Examination, March 2023

First Degree Programme Under CBCSS

Double Main Programme

English and Media Studies

Core Course

ENM 1541 – RADIO BROADCASTING

(2020 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions, each in a word or a maximum of **30** words.

1. Narrowcasting
2. RJ
3. Community radio
4. Radio rural forums
5. Jingle
6. Name two FM channels with frequencies.
7. AM Broadcasting
8. Adobe Audition

P.T.O.



9. Yuvavani.

10. Who is the First Controller of Broadcasting of All India Radio?

(10 × 1 = 10 Marks)

II. Write Short notes, each not exceeding **60** words, on any **eight** of the following.

11. Explain the concept of Sky Radio.

12. List five strengths of radio.

13. Write a note on Prasar Bharati.

14. What is podcasting?

15. Explain the function of equaliser in a radio station.

16. What are the strengths of radio in comparison to television as a broadcast medium?

17. Briefly comment on the role of external radio services division of AIR.

18. Write a note on importance of sound effects in radio broadcasting.

19. What do you mean by OB? What are the advantages of OB?

20. What is the concept of signature tune? Why is it important for radio programme?

21. What is a radio newsreel? Define with example.

22. Differentiate between AM and FM broadcasting.

23. Comment on Ham Radio and its advantages.

24. Prepare a radio commercial for an FMCG product of your choice.

25. What should be the basic qualities of a RJ?

26. Write a note on the new service division of AIR.

(8 × 2 = 16 Marks)



III. Write Short Essays, each not exceeding **120** words, on any **six** of the following.

27. Radio Drama can be considered as theatre of mind. Comment.
28. Discuss in detail the various formats of radio programming.
29. Write down the principles of writing radio news.
30. What are special audience programmes in radio?
31. F.M. has changed the face of radio broadcasting. Do you support this view?
32. Is Radio predominantly a rural medium? Offer your comments.
33. Briefly explain the advantages of condenser microphones.
34. How can we classify the different stages of radio program production?
35. Describe the qualities or skills required to be a radio producer.
36. What precautions have to be taken during the radio interview? Explain.
37. Write the script for a radio documentary of your choice.
38. List out the major milestones in the history of Indian radio broadcasting.

(6 × 4 = 24 Marks)

IV. Write Long Essays on any **two** of the following.

39. Write an essay on the organizational structure and various activities of a radio Station.
40. Community radio gives a voice to the voiceless communities. Elucidate.
41. Discuss the development of private radio broadcasting in India after independence era.
42. Write an essay on various equipments and machines in recording and editing of radio programmes.



43. Why is Radio still the most immediate and widespread mode of mass communication in India?
44. Radio allows advertisers an inexpensive way to get their voice heard – over and over again – comment.

(2 × 15 = 30 Marks)

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