

Roll No.

Total Pages : 3

442103

December, 2019

M.A. (JMC) - I SEMESTER

Broadcast Media : Radio (JMC-103-19)

Time : 3 Hours]

[Max. Marks : 75

Instructions :

1. *It is compulsory to answer all the questions (1.5 marks each) of Part -A in short.*
2. *Answer any four questions from Part -B in detail.*
3. *Different sub-parts of a question are to be attempted adjacent to each other.*
4. *Part A questions have to be answered in one sentence only.*

PART - A

1. (a) In which year regular broadcasting was started in India? (1.5)
(b) FM stands for. (1.5)
(c) Enumerate any three pre-interviewing preparations of broadcast Interview. (1.5)

442103/40/111/182

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16/12

- (d) Differentiate between sound-bytes and voice-over. (1.5)
- (e) In what way the Digital sound is different from Analog? (1.5)
- (f) The web radio is called as. (1.5)
- (g) What is a live-end studio? (1.5)
- (h) What is a mike-voice? (1.5)
- (i) What is a Teaser? (1.5)
- (j) Who was the first Director General of AIR? (1.5)

PART - B

- 2. (a) Discuss the main characteristic features of radio as a mode of communication and compare it with the print media. (10)
- (b) Identify the attributes of effective field reporting. (5)
- 3. (a) What measures do you suggest to make the scripting more efficient and lively? (5)
- (b) Explain with examples the various elements of speech and how these elements are utilized in improving the quality of content delivery in radio broadcasting. (10)

- 4. Write a detailed note on radio commercials from the point of view of its writing objectives, impact creating factors and audience response perspective. (15)
- 5. (a) How do you illustrate the radio copy with sound effects? (5)
- (b) Describe the various interview techniques currently in vogue in broadcast media. What measures do you suggest to improve the interviewing skills ? (10)
- 6. (a) What factors need to be kept in mind for writing a piece for a live studio broadcast with multiple sources? (7.5)
- (b) Discuss the attributes of a good Community Radio program. (7.5)
- 7. Briefly identify the different genres of radio programs commonly found in Indian broadcasting spectrum with a special focus on announcement and talk shows, panel discussions and radio documentaries. (15)