B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER/NOVEMBER 2018

SEMESTER –5: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)

COURSE: 16U5CRBBA21: RADIO PRODUCTION AND PLANNING

(For Regular - 2016 admission)

Time: Three Hours   Max. Marks: 75

PART - A

*Answer **all** questions. Each question carries **1** mark.*

1. What is a sound-bite?
2. What is ethical editing?
3. What is the difference between a podcast and live radio?
4. How is a radio feature different from a discussion program?
5. What is a broadcast voice?
6. What is signal-to-noise ratio?   (1 x 6 = 6)

PART - B

*Answer **any seven** questions. Each question carries **2** mark.*

7. What are synthetic audio effects? Give an example.
8. What is the difference between pronunciation and enunciation?
9. What is the difference between ethical and unethical editing?
10. What is an ice-breaker question in an interview? Why is it used?
11. How is Foley different from other synthetic sound effects?
12. What is clean sound? What are the things that prevent clean sound?
13. Explain the significance of SFX to radio.
14. Explain the difference between contact mics and ribbon mics?
15. What is the method used to share news on FM radio stations in India?
16. What does it mean to amplify the pain in a radio commercial? Give an example.   (2 x 7 = 14)

PART - C

*Answer **any five** questions. Each question carries **5** marks.*

17. Describe Foley. How does it work? What are the forms of media in which it is used?
18. What is voice modulation? What are the different techniques used in radio?
19. Describe five radio program formats used in commercial FM radio stations in India.
20. Write a script for a public service announcement (30-45 sec) about using less plastic. The script must be detailed with ambient sound and description of music and relevant effects.

21. Share your understanding of the workings of a radio station from your visit to Club FM. Specify the roles of Programming Head, RJ, Music manager, Sound engineer.

22. Write a script for news report after any big event (eg: football match, music concert, movie premier). Include sound bites of interviews from relevant people at the event. Include descriptions of ambient sounds.

23. Explain the different types of noise issues that can be faced while recording? How can these be tackled?

24. What are the techniques to get interesting content from an interview?   (5 x 5 = 25)

PART - D

*Answer **any two** questions. Each question carries **15** marks.*

25. Discuss sound bites:
    a. What is a sound bite? What is the purpose of using them in radio?   (3 mark)
    b. Where can sound bites be taken from?   (3 mark)
    c. Describe the ethical and relevant methods of choosing bites.   (5 mark)
    d. List out the types of programs in which they can be used.   (4 mark)

26. Interview Techniques:
    a) What are the different types of interviews?   (4 mark)
    b) What are the dos and don'ts while conducting a studio interview?   (5 mark)
    c) List the techniques to get interesting content from an interview.   (6 mark)

27. Discussion show: Kerala flood review: Did the government handle the flood situation well?
    Write a script with an intro, discussion points, questions, mention sound bites that will be played and a write a conclusion for a moderator in a studio discussion about the success and failure of the government in handling the flood situation in Kerala in 2018. Name any 4 guests/experts who you will be inviting to speak for and against the govt.

    [Write only the moderator's part not the guest's answers.]

28. Script Writing:
    Write a script for radio show with 4-5 different segments with a theme running across the whole show. (eg: 1 interview, 1 song, 1 live report, a vox pop, a discussion) on any subject of your choice. Script should focus on the presenter's intro link to each segment. The segment itself need not be written out but include in brackets with a brief description of what they will contain.
    Scripts will be marked on topic, name, ability to sustain interest, flow of the program and description of sound used.

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