

B. B. A. DEGREE END SEMESTER EXAMINATION – OCT. 2020 : JANUARY 2021**SEMESTER –5: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U5CRBBA21: RADIO PRODUCTION AND PLANNING**

(Common for Regular 2018 admission & Improvement 2017/ Supplementary 2017, 2016 admissions)

Time: Three Hours

Max. Marks: 75

PART – A

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

1. What is clean sound?
2. What is a signature tune?
3. What is a broadcast voice?
4. What is a podcast?
5. In a LIVE commentary who supplies the commentators with facts and figures?
6. What are contact mics? What are they generally used for? (1 x 6 = 6)

PART – B

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

7. Name two audio editing software.
8. What is the difference between pronunciation and enunciation?
9. What are synthetic audio effects? Give an example.
10. What are the best ways to monitor sound quality while recording?
11. What is a sound bite? What is the purpose of using them in radio?
12. What is the difference between ethical and unethical editing?
13. What does the term Vox Pop mean? Give an example of one?
14. Name and give examples of two radio programs in which sound bites be used.
15. Explain the difference between dynamic mics and condenser mics?
16. What is the difference between a discussion program and an interview?

(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. Name and describe 5 types of microphones.
20. Write a script for a public service announcement (30-45 sec) about environment protection. Describe relevant sound effects and type of music.
21. Write a script for post-event review done at the venue. Include relevant sound bites of key people and descriptions of ambient sounds. (It could be a match, movie, concert etc.)

22. Share your understanding of the workings of a radio station from your experience with SNAP Radio. Specify the roles and flow of work for each team member and department.
23. How are sound bites picked? Explain ethical and relevant methods of editing bites.
24. Explain the different types of noise issues that can be faced while recording? How can these be tackled? (5 x 5 = 25)

PART – D

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

25. **Interview Techniques:**
- What are the different types of interviews? (4 mark)
 - What are the dos and don'ts while conducting a studio interview? (5 mark)
 - List the techniques to get interesting content from an interview. (6 mark)
26. **Discussion show: The Joker Movie: Does it celebrate violence? Is such depiction in cinema dangerous for an already disturbed society?**
- 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 various movies that depict violence and perhaps even celebrate it. Name any 4 guests/experts who you will be inviting to speak for and against the topic.
- [Write only the moderator's part not the guest's answers.]
27. Write a script for show with 4-5 different segments with a theme running across the whole show 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 and duration of each segment.
- Scripts will be marked on topic, name, ability to sustain interest, flow and description of sound used.
28. Name and describe the different formats of radio programs. Explain each with examples (15 x 2 = 30)
