

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2019**SEMESTER –5: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)****COURSE: 16U5CRBBA21: RADIO PRODUCTION AND PLANNING**

(Common for Regular 2017 Admission & Improvement 2016/ Supplementary 2016 Admissions)

Time: Three Hours

Max. Marks: 75

PART A

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

1. What is a clipping?
2. How is a radio interview different from a discussion program?
3. What is a signature tune?
4. What is a broadcast voice?
5. What is clean sound?
6. Name a radio program format from which sound bites are taken for other programs.

(1 x 6 = 6)

PART B

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

7. What is an ice-breaker question in an interview? Why is it used?
8. What is the role of a moderator in a studio discussion program?
9. What are the best ways to monitor sound quality while recording?
10. What does the term Vox Pop mean? Give an example of one?
11. What are synthetic audio effects? Give an example.
12. What needs to be done to make all segments at the same level before exporting a show?
13. Why do male voices sound deeper and lower than female voices?
14. What is the difference between ethical and unethical editing?
15. What is Foley? How does it work?
16. What is the main purpose of an interview? What should one look to achieve through it?

(2 x 7 = 14)

PART – C

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

17. Name and describe 5 types of microphones.
18. What are the key things to keep in mind in voice presentation on radio? Explain.
19. Write a script for a public service announcement (30-45 sec) about environment protection.
Detail with description of relevant sound effects, bites and music description.
20. Explain the nature of radio? Compare it to other media forms.
21. Write a script for movie review done at the theatre after the movie. Include relevant sound bites and descriptions of ambient sounds.

22. Explain the different types of noise issues that can be faced while recording? How can these be tackled?
23. What are sound bites? How and why are they used in a radio program? Give an example.
24. 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.
(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: Discipline: Do college managements handle discipline issues well or not?**
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 various college managements in handling on campus discipline. Name any 4 guests/experts who you will be inviting to speak for and against the topic.
[Write only the moderator's part and questions 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)
