

Reg. No.....

Name.....

B.B.A. DEGREE END SEMESTER EXAMINATION: OCTOBER 2022
SEMESTER 5: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)
COURSE: 16U5CRBBA21 : RADIO PRODUCTION AND PLANNING
(Common for Supplementary 2016/2017/2018/2019 Admissions)

Time: Three Hours

Max. Marks: 75

PART - A*Answer **all** questions. Each question carries **1** mark.*

1. What are contact mics? What are they generally used for?
2. What is a signature tune?
3. What is a podcast?
4. How is a radio feature different from a discussion program?
5. What is a clipping?
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 the best ways to monitor sound quality while recording?
8. What does the term Vox Pop mean? Give an example of one?
9. Name two audio editing software.
10. What is an ice-breaker question in an interview? Why is it used?
11. What are synthetic audio effects? Give an example.
12. Name and give examples of two radio programs in which sound bites be used.
13. Explain the significance of SFX to radio.
14. What is Foley? How does it work?
15. What is the difference between pronunciation and enunciation?
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. Explain the different types of noise issues that can be faced while recording? How can these be tackled?
18. What are the key things to keep in mind in voice presentation on radio? Explain.
19. Name and describe 5 types of microphones.
20. 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.

21. What is voice modulation? What are the different techniques used in radio?
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. What are the differences between Radio shows and Television programmes?
24. 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.

(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. **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. 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)

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.

(15 x 2 = 30)