

BBA DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**SEMESTER 5: INTEGRATED MARKETING AND NEW MEDIA****COURSE: 19U5CPBBA5 : RADIO PRODUCTION AND PLANNING***(For Regular- 2020 Admission)*

Time: Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Define AM.
2. Define commercial broadcasting.
3. What is shortwave radio?
4. What do you mean by community radio?
5. Who invented radio?
6. What is Satellite radio?
7. Under which department does RJs fall?
8. Define timber.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. What is a newsreel?
10. What is a pitch?
11. What are the different types of radio formats?
12. What are dynamic loudspeakers?
13. What are uncompressed audio files?
14. What are radio magazine programmes?
15. What is perceptive encoding?
16. What are the different types of recording devices?

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain the characteristics of radio as a mass medium.
18. Explain the theory of sound.
19. Explain the roles of a radio broadcaster.
20. Briefly explain various recording instruments.
21. Explain public broadcasting service.
22. Explain the effective use of voice.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Briefly explain the different types of radio broadcasting.
24. How has the introduction of FM radios changed the face of radio particularly among youth?
25. Comment on your favourite radio programme explaining the format.
26. Explain the evolution of All India Radio.

(10 x 2 = 20)