

B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U5CPBBA5 : RADIO PRODUCTION AND PLANNING***(For Regular 2021 Admission and Supplementary 2020 Admission)*

Time : Three Hours

Max. Marks: 60

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

1. Explain the term "foley recording" and its role in sound production.
2. What are some strategies for practicing proper pronunciation?
3. What is spoken language writing?
4. What topics are typically covered in studio discussions on radio?
5. Can you give examples of situations where a shotgun microphone would be useful?
6. How can audio aids assist individuals with visual impairments?
7. Can you name a radio show that relies on humor as a central theme?
8. How do radio hosts balance the need for information and entertainment in interviews?

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

9. What role does sound play in news production?
10. How do audio aids enhance accessibility in public spaces?
11. What precautions are taken to screen and manage callers in phone-in programs?
12. What are the key components of an attention-grabbing radio intro?
13. How do phone-in programs engage with listeners on air?
14. How do field recordists capture natural sounds without disturbing the environment?
15. How can tongue twisters help improve pronunciation?
16. Explain the concept of cost estimation in audio production budgeting.

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

17. How does clear enunciation contribute to better communication?
18. Share your thoughts on the importance of allocating funds for sound design in film budgets.
19. Explain the importance of clear and concise communication in radio news.
20. Name some common challenges in capturing audio during field recording.
21. How does writing for different programs vary in radio?
22. What is the significance of listener feedback in phone-in radio programs?

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

23. Describe the purpose of studio interviews in radio programming. Provide examples of popular radio shows that feature studio interviews and explain why they are engaging for listeners.

24. Share your thoughts on the future of budgeting in the evolving field of audio production.
25. Compare and contrast two different radio program formats among studio interviews, studio discussions, phone-in programs, and documentaries. Highlight their unique characteristics and the ways they engage audiences.
26. What are the steps involved in scripting a radio news report?

(10 x 2 = 20)