

Reg. No .....

Name .....

24U451

**B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2024**  
**SEMESTER 4 - MASS COMMUNICATION AND JOURNALISM MODEL - I**  
**COURSE : 19U4CRBCJ6 - RADIO PRODUCTION**

*(For Regular - 2022 Admission and Improvement / Supplementary - 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

**Answer All (1 mark each)**

1. What is amplitude modulation?
2. What is radio talk?
3. What is back announcement?
4. What do you call a announcer?
5. What is copy?
6. What is proximity effect?

**(1 x 6 = 6)**

**PART B**

**Answer any 7 (2 marks each)**

7. What is KDKA?
8. What is voice over?
9. What are the essential elements for a good radio programme?
10. What is spectrum range?
11. What is proximity in news?
12. What is reorded sound effects?
13. How to create the headlines which peaks the listener's interest?
14. Who speaks in a Vox Pop?
15. Which day is celebrated as 'Radio Kisan Diwas' ?
16. What makes an engaging radio personality?

**(2 x 7 = 14)**

**PART C**

**Answer any 5 (5 marks each)**

17. Who is Lionel Fielden ? What was his contribution to Indian broadcasting? Give a brief account of his connection with Indian broadcasting Company.
18. Explain the characteristics of the spoken word?
19. Explain the major radio principles.
20. Radio interview unfolds the real identify of a celebrity. Do you agree with the statement? What are the techniques of conducting successful radio interview?
21. What are the basic principles of radio talk? What is the meaning of conversational style in radio?
22. What is community radio? Explain its role in society.
23. How to edit a pakage?
24. Discuss the common uses of music in radio.

**(5 x 5 = 25)**

**PART D**

**Answer any 2 (15 marks each)**

25. Prepare a script for a radio documentary.
26. Discuss the role of radio in the socio - economic development of India. Provide relevant examples.
27. What is radio news package? Prepare a news package with a minimum of three actualities.
28. What is audio recording? Discuss the characteristics of any five popular audio recording software used in radio production.

**(15 x 2 = 30)**