

Reg. No .....

Name .....

**B.B.A .DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**  
**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA**  
**COURSE : 19U5CPBBA5 : RADIO PRODUCTION AND PLANNING**  
*(For Regular 2022 Admission and Supplementary 2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Can you think of an example where radio writing had a significant impact on a listener?
2. Can you name some famous radio news programs or shows?
3. Can you name a famous radio program in the interview format?
4. How can radio stations ensure they have reliable audio equipment for news production?
5. Can you name a radio show that relies on humor as a central theme?
6. What are some strategies for practicing proper pronunciation?
7. Can you provide examples of famous radio documentaries and their impact?
8. Share your thoughts on the role of scientific research in improving audio technology.

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

9. Describe the impact of a monotone voice on listener engagement.
10. What role does return on investment (ROI) play in evaluating the success of an audio project budget?
11. What are the responsibilities of a radio news anchor during a live broadcast?
12. What techniques can be used to create memorable slogans for radio ads?
13. How do field recordists capture natural sounds without disturbing the environment?
14. Can you think of an example where sound effects are crucial for comedic effect?
15. What is the role of audience interaction in studio discussions?
16. What is the primary goal of phone-in programs in radio?

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

17. How can writers use repetition effectively in radio commercial writing?
18. How do different microphone types capture sound differently in the field?
19. What are the potential consequences of exceeding the allocated budget in audio production?
20. What are some common voice exercises to improve enunciation?
21. What are some career opportunities in the field of sound recording and production?
22. How do phone-in programs encourage listener engagement and participation?

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. Discuss the significance of radio documentaries in storytelling and information sharing. Provide an example of a memorable radio documentary and explain how it effectively conveyed its message.
24. Explain the importance of field recording skills.
25. 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.
26. Explain the importance of long-term financial planning in audio production companies.

**(10 x 2 = 20)**