

B. A. DEGREE END SEMESTER EXAMINATION - MARCH 2025
SEMESTER 4 : MASS COMMUNICATION AND JOURNALISM MODEL - I
COURSE : 19U4CRBCJ6 : RADIO PRODUCTION

(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. Who is a voicer in radio?
2. What is augmented reality?
3. Define pitch.
4. What is radio talk?
5. What is cardioid microphone?
6. Define narrowcasting.

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. What is grab?
8. Explain acoustics.
9. What is hard lead?
10. Mention the different types of voicers?
11. Mention any four audio editing software.
12. What makes an engaging radio personality?
13. What is target planning?
14. Outline the term KDKA.
15. What is sound effect?
16. Explain the duties of an announcer in a radio

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Has the rise of 24 - hour TV news diminished the significance of radio news? Discuss.
18. How do you prioritize and select relevant news stories from the vast amount of information available? Explain.
19. Explain the importance of 'silence' in radio production?
20. Classify the elements of radio production.
21. What are the basic principles of radio talk, including the use of Conversational language and storytelling techniques?
22. How was the name AIR conceived, and what impact has Prasar Bharati had on its growth and development?
23. What factors influence the choice of angle for a radio news story, and when should they be considered?
24. What is community radio? Explain its role in society.

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. What is audio recording? Discuss the characteristics of any five popular audio recording software used in radio production.
26. Give a brief history of radio broadcasting in India. Analyse with examples the contribution made by Akashvani in the economic and social development of the country in the first three decades after independence.
27. "A well - crafted radio news story swiftly transports listeners to the core of the latest news, presented in clear, concise language." Justify.
28. How crucial is having a good voice for a career in radio, and what role does voice training play in an announcer's success?

(15 x 2 = 30)