



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Fourth Semester Career Related B.A. Degree Examination, June 2016

First Degree Programme under CBCSS

Vocational Course – VI:

(Journalism Mass Communication & Video Production)

AUJC452: Television Broadcasting

Time: 3 Hours

Max. Marks: 80

SECTION – A

Answer ALL the following, each in about one / two words or in one / two sentences.

1. Where was the first TV station established ?
2. What is the motto of the first serial in Doordarshan ?
3. Expand SoT.
4. Which is the only educational TV channel in Malayalam ?
5. Research is part of _____stage.
6. Who is an anchor person ?
7. What is headline montage ?
8. What is an eye – level shot ?
9. V.O. stands for_____.
10. CNBC – TV 18 is a _____channel.

(10 × 1 = 10 Marks)

SECTION – B

Answer any EIGHT questions, each in a paragraph not less than 60 words.

11. Travelogue
12. Smart Drive
13. One – line treatment.
14. Split – page format.

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15. News producer
16. Desk Chief
17. Detailed treatment
18. Visual stories
19. Prasar Bharati
20. ‘Meri Awaz Suno...’
21. 24 × 7 news channels
22. Indiavision

(8 × 2 = 16 Marks)

SECTION – C

Short essay type : Answer any SIX questions, each not less than 120 words.

23. How far news from news agencies is important for the production of news bulletin ?
24. Write a note on the different sources of news.
25. Write short notes on any two channels run by political parties.
26. Explain the different TV genres with examples.
27. Comment on the significance of the public broadcaster, Doordarshan, especially in the era of private satellite channels.
28. What is Rundown Sheet ? Discuss why it is important for news production.
29. Differentiate between ENG and live broadcasting.
30. What is a soap opera ? Express your views on the impact of soap operas on children.
31. Write a note on teasers.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type : Answer any TWO questions, each not less than 300 words.

32. Critically analyze how ethically the Malayalam news channels cover crime and crime related stories.
33. Explain the growth of television in India.
34. The comedy programmes in Malayalam channels are made with low – brow taste. Do you agree with this statement ? Justify your answer.
35. Critically analyze the film – based programmes in Malayalam TV channels.

(2 × 15 = 30 Marks)

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