



MAR IVANIOS COLLEGE (AUTONOMOUS)
THIRUVANANTHAPURAM

Reg. No. :.....

Name :.....

Third Semester Career Related B.A. Degree Examination, November 2015

First Degree Programme under CBCSS

Foundation Course – II:

(for Journalism and Mass Communication & Video Production)

AUJC321: Radio 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. Who authored “This is All India Radio” ?
2. The first radio station in Kerala was started on _____.
3. Which newspaper management operates Radio Mango ?
4. Expand DRM.
5. Which is the first community FM radio in Kerala ?
6. _____ is India’s first live internet radio station that provides Bollywood music 24x7.
7. What is “Mann Ki Baat” ?
8. The Italian inventor Gulielmo Marconi was awarded the official patent for the radio by the _____ Government in 1896.
9. The first FM radio station in India was started in 1977 at _____.
10. Who invented FM radio ?

(10 × 1 = 10 Marks)

SECTION – B

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

11. Amplitude modulation.
12. PSB.

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13. Signature tune.
14. Sound byte / Sound cut.
15. SFX.
16. Reverberation.
17. Ad – libbing.
18. Radio cartoon.
19. Radio talk.
20. Yuvavani.
21. Head phones.
22. Acoustic panels.

(8 × 2 = 16 Marks)

SECTION – C

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

23. Briefly explain the peak and valley system of story rundown in a radio news bulletin.
24. Discuss how running commentary of a boat race is made interesting to the listeners.
25. Why the World Space Radio did not survive ?
26. What factors were considered crucial by AIR before starting the commercial services ?
27. Which microphone is ideal for recording an interview with an artist sitting in a beach ? Explain.
28. Suggest a topic for producing a radio documentary and briefly discuss how you propose to produce the programme.
29. Jot down some important points to be considered before selecting voice personalities for a radio drama.
30. Write a brief note on any one of the FM radio stations in Kerala.
31. Write a brief profile of your favourite radio jockey.

(6 × 4 = 24 Marks)

SECTION – D

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

32. Write script for a promotional radio commercial on organic farming.
33. Elucidate the history of radio broadcasting in India from the early experiments in 1920s to the launching of DRM stations.
34. Write a critical analysis of agricultural programmes in AIR.
35. Elucidate the use of digital technologies in news collection, production of programmes and broadcast of programmes in recent years.

(2 × 15 = 30 Marks)

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