

E 1809

(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015

Fifth Semester

B.A. English Literature and Communication Studies (Two Main)

Core Course—MASS COMMUNICATION AND BROADCASTING MEDIA—RADIO

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions, each in a sentence or two.

Each question carries 1 mark.

- | | |
|---------------------------|--------------------|
| 1. MCR. | 2. Radio Jockey. |
| 3. SOT. | 4. SFX. |
| 5. Dolly shot. | 6. NHK TV Channel. |
| 7. Tele promptor. | 8. Sundar Pichai. |
| 9. Lavelliere Microphone. | 10. Ottal-film. |

(10 × 1 = 10)

Part B (Short Notes)

Answer any eight questions in about 60 words each.

Each question carries 2 marks.

- | | |
|-------------------------------------|---------------------|
| 11. What is community radio ? | 12. BARC India. |
| 13. High angle and Low angle shots. | 14. Jingles. |
| 15. Ambient Sound. | 16. Orson Welles. |
| 17. FM and AM. | 18. PSA. |
| 19. Simulcast. | 20. ENG. |
| 21. Voice of America. | 22. Script outline. |

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions in about 100 words each.

Each question carries 4 marks.

23. Discuss how FM broadcasting has changed the style of Radio in India.
24. Suggest an innovative PSA which can help in creating awareness on Central Governments "Swachah Bharath" programme.

Turn over

25. What would be your preparations for a TV interview ? Prepare at least 5 questions about safety in water transport that can be asked to an expert in the field.
26. Write a short note on parallel cinema in India.
27. What are the techniques involved in web writing ?
28. Write a short note on NFDC.
29. "Reality Television show production is a tight-rope walk in terms of broadcast ethics." Analyse this statement.
30. Explain the process of sound editing.
31. Write a short note on the early days of Indian broadcasting.

(6 × 4 = 24)

Part D (Essays)

Answer any two questions in about 300 words each.

Each question carries 15 marks.

32. "A movie is a director's art"—Comment.
33. "Social media can instigate political action"—Comment.
34. "Radio is still the most appropriate medium for rural development"—Comment.
35. Suggest a innovative TV programme idea and detailed concept note of a travel and cookery show, which is to be considered for a newly launched channel.

(2 × 15 = 30)