

Time allowed: 3 Hours

Max. Marks: 40

**NOTE:** Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Write a short note on any four of the following in 50-75 words each:-

- a) Prasar Bharti
- b) Actuality
- c) AM and FM Radio
- d) Audio console
- e) Scope of radio
- f) Jingle
- g) Role of radio producer
- h) Revenue sources of radio channels

(4x2)

**UNIT - I**

II. Describe the organisational structure of a radio channel. (8)

III. Describe the importance of news values in radio news production. (8)

**UNIT - II**

IV. What are the characteristics of radio as a mass medium? Describe the weaknesses of the medium. (8)

V. How is radio contributing to the society? Provide present day examples. (8)

**UNIT - III**

VI. Explain the various types of radio program formats. (8)

VII. What are the do's and don'ts of conducting radio interviews? (8)

**UNIT - IV**

VIII. Describe the major activities involved in the three stages of radio production. (8)

IX. What are the skills required to be a Radio Jockey? Describe their responsibilities. (8)

x-x-x