

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. All questions carry 8 marks.

x-x-x

I. Attempt any four of the following in 40 to 50 words each:-

- a) Radio bulletin
- b) On-air
- c) Weaknesses of radio
- d) Jingle
- e) Radio feature
- f) Role of radio program producer

UNIT - I

- II. Describe the organisational structure of a radio channel.
- III. Give the brief history of the evolution of radio in India.

UNIT - II

- IV. What is the scope of radio as a mass medium? Describe its role in nation building.
- V. Describe the role of radio in bringing about positive social change.

UNIT - III

- VI. What are the do's and don'ts of conducting radio interviews?
- VII. Describe the importance and essentials of Public Service Announcements. Support your answer with examples.

UNIT - IV

- VIII. Describe the qualities and responsibilities of a Radio Jockey.
- IX. Describe in detail the various stages of production in radio.

x-x-x