



QP CODE: 19102515



19102515

Reg No :

Name :

BA DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Fifth Semester

B.A English Literature and Communication Studies Model III (Double Main)

Core Course - EN5CRT03 - MASS COMMUNICATION AND BROADCASTING

MEDIA:RADIO

2017 Admission Onwards

AFEBF203

Maximum Marks: 80

Time: 3 Hours

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Chanda Committee
2. Radio Clubs
3. Radio advertising
4. FM
5. Ham Radio
6. MP3
7. Mass communication
8. TRP
9. Indian broadcasting foundation
10. Vlog.
11. The Quint
12. Media Convergence

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What are the main activities in radio post production?
14. What are the advantages and disadvantages of radio broadcast?





15. Discuss the structure of a radio station
16. What is a radio documentary? Explain in detail
17. Explain the qualities needed for a radio jockey
18. Ethics of broadcasting in India
19. Write a note on Satyajith Ray
20. State the difference between print and online journalism
21. Discuss the principles of Web headline Writing

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Write an essay on important radio services in the world
23. What do you understand by community radio? Explain its role in development communication.
24. Discuss about the development of Television in India.
25. Elucidate the ethical issues in new media communication.

(2×15=30)

