

P.G. DEGREE EXAMINATION, NOVEMBER 2016.

THIRD SEMESTER

Journalism and Mass Communication

BROADCAST JOURNALISM

(Non Core Subject).

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. All India Radio.
2. Station Director.
3. AM and FM.
4. Doordarshan.
5. TV advertisements.
6. Satellite TV.
7. Strengths of radio.
8. "Mann Ki Baat".

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Discuss the various programs on All India Radio. How can AIR improve its programming?

Or

10. Elaborate upon the duties of various crew members working in a radio station.

11. What is the importance of Community Radio Stations? How can they help in the empowerment of rural people? Give examples from India.

Or

12. What are the emerging trends in radio broadcasting? Compare AIR with private radio stations.
13. What are the characteristics of television? Discuss the emerging trends in television news broadcasting.

Or

14. What are the various program formats on television? Write about any one television channel of your choice.
15. What are the various steps in script writing for a television program?

Or

16. What are the various types of television scripts? Write a television script for a commercial for a refrigerator.

