

E 2978

(Pages : 2)

Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2022

Fifth Semester

Core Course—MASS COMMUNICATION AND BROADCASTING MEDIA-RADIO
[B.A. ENGLISH LITERATURE AND COMMUNICATION STUDIES (Two Main)]

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

Part A

Answer all questions in a sentence or two.

Each question carries 1 mark.

1. *Yuva vani.*
2. *Namma Dhwani* is a _____.
3. Red FM is owned by _____.
4. Ambient sound.
5. Infotainment.
6. 'First Bell'.
7. Digital divide.
8. Podcast.
9. Jingle.
10. MoJo.

(10 × 1 = 10)

Part B

Answer any eight of the following in about 60 words each.

Each question carries 2 marks.

11. Aakash Bharati.
12. Hypertextuality of web pages.
13. Satellite Radio.
14. *Alam ara.*
15. Voice over.

Turn over

16. BBC Radio.
17. Radio Documentary.
18. Sitcom.
19. Krishi Darshan.
20. Chat bots.
21. ISBS.
22. OTT platform.

(8 × 2 = 16)

Part C

*Answer any six of the following in about 100 words each.
Each question carries 4 marks.*

23. Write short notes on DAB and IPTV.
24. Briefly trace the history of AIR.
25. What do you mean by 'writing to ears'? What are the principles?
26. What are the characteristics and potential of television as a mass medium?
27. What are the qualities required for an RJ?
28. What are the major provisions in Broadcasting Bill?
29. Write a note on ethics of telecasting.
30. Write the structure of a radio news bulletin.
31. Suggest innovative ways to present data, visuals and stills in a web page.

(6 × 4 = 24)

Part D

*Answer any two of the following in about 300 words each.
Each question carries 15 marks.*

32. 'Convergence has redrawn the canvass of mediasphere in India' – Analyse the contemporary trends of Mass Media in India.
33. Public Service Broadcasting such as AIR and DD are critical for Governments to promote development ideas in areas such as health and education – Comment.
34. 'Community Radio is not just a media platform, but an empowering tool for lesser privileged sections of society' – Comment and explain its role and functions with the help of case studies.
35. Trace the history of Radio and Television in India.

(2 × 15 = 30)