

Name. _____		Printed Pages:01		
Student Admn. No.: _____				
Department of Mass Communication Semester End Examination (SEE), June 2023 [Programme: BA(JMC)] [Semester: II] [Batch:]				
Course Title: INTRODUCTION TO RADIO Course Code: BAJC1021		Max Marks: 100 Time: 3 Hrs.		
Instructions:	1. All questions are compulsory. 2. Assume missing data suitably, if any.			
SECTION-A (15 Marks)		5 Marks each		
1.	Define any two: a) Vox-Pop b) Radio Bridge c) Jingle	K1	CO1	5
2.	Define Phone-in programme?	K1	CO2	5
3.	Explain any five advantages and limitations of radio as medium of mass communication.	K2	CO3	5
SECTION-B (40 Marks)		10 Marks each		
4.	Explain Voice Modulation.	K2	CO1	10
5.	Develop a radio interview script in 400 words with minimum of ten questions. i) Environment Day ii) Gender Bias	K3	CO2	10
6.	Develop a tagline and radio jingle or Spot advertisement for any four: a) Galgotias University b) All Out Mosquito c) NGO d) Election Campaign for any political party	K3	CO3	10
7.	Examine the various types of radio formats in detail. OR Assume yourself as a part of survey team, examine the relevance of conducting survey for radio. Also enlist the relevant questions to be asked from audience for a survey based on "Road Rage".	K4	CO4	10
SECTION-C (45 Marks)		15 Marks each		
8.	Develop a step wise plan for scripting, recording and producing a radio program.	K3	CO2	15
9.	Assuming yourself as a script writer, create a ten minutes podcast script on any topic of your choice for PLUGIN PODCAST by Galgotias University.	K4	CO3	15
10	Discover the art of Radio Jockeying and briefly elaborate the characteristics of a good RJ. OR Enlist the various equipment's required in a radio-studio setup and also describe their utility in detail.	K4	CO4	15