

M.M.C.J. (Sem.-II) Examination
408 Radio Journalism & Production

Time : 3 Hours]

May-2017

[Max. Marks : 70]

Q. 1 (A) Answer the following question (any one) in brief: (7)

1. Describe the Unique salient feature of radio as a mass medium?

OR

1. How radio is the most useful medium at the time of natural calamities and disaster situation

(B) Write short note (any Two) (4)

1. Special audience group of radio

2. Radio for farmers

3. Radio the educator

(C) Write answers in one or two sentence of the following questions (3)

1. LRS

2. BBC

3. AIR

Q. 2 (A) Answer the following question (any one) in brief: (7)

1. Explain the working of a private FM radio station & How it is different from all India radio

OR

1. Write a link of your morning show as an RJ at a private radio station. Relate to your link with an ongoing campaign on any social issues do you think most appropriate.?

(B) Write short note (any two) (4)

1. A traffic update on radio

2. Write a radio jingle for the promotion of an upcoming township.

3. Write a film review on radio

(C) Write answers in one or two sentence of the following questions (3)

Match the following putting correct station name

1. BAKO > MY FM

2. "Amdavad sambhie Chhe" > RED FM

3. Zindgi Express > Radio Mirchi

Q. 3(A) Answer the following question (any one) (7)

1. Discuss the working of news room at all India Radio

OR

1. Prepare a radio report –on the valentine ceremony of gujarat university where the governor of Gujarat minister of education. vice chancellor and other dignitaries were present

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M 128-2

(B) Write short note (any Two) (4)

1. A radio news reader
2. A news agency
3. A dignitary's coverage for radio

(C) Explain the following terms in one or two sentences. (3)

1. A news bite
2. News Head lines
3. A news Bulletin

Q. 4 (A) Answer the following question (any one) in brief: (7)

1. How voice is produced and how a radio broadcaster use it differently and artistically. OR

1. What are the speaking organs and how they produced different sound to make a speech explain the process.

(B) Write short note (any Two) (4)

1. Pitch the voice modulation
2. India Alphabets
3. Role of microphone in radio.

(C) Write answers in one or two sentence of the following questions. (3)

Put matching words together

1. Vocal cords > Sound Proof
2. Adobe audition > Phonation or voice
3. Studio > Sound forge

Q. 5 (A) Answer the following question (any one) in brief: (7)

1. A programmes to felicitated woman achievers Is organized in your city prepared a narration reporting the event for weekly women's programmes of a radio station.

OR

1. What are the key points of rural programmes on radio

(B) Write the Right words (any Two) (4)

1. A sound proof studio
2. Articulation and modulation in speech
3. A magazine programme on radio

(C) Write answers in one or two sentence of the following questions (3)

1. Radio City tagline _____
2. World Radio celebrated in month of _____
3. The motto of all radio is _____