



**BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

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QUIZ – 1: BASICS OF RADIO PROGRAMMING AND PRODUCTION (BAJMC-203)

Enrollment No. and Name:

Time: 30 Minutes

Maximum Marks: 30

1. What are radio formats primarily designed to do?
 - a) Promote specific brands
 - b) Appeal to specific audiences
 - c) Compete with television shows
 - d) Feature various musical styles
2. Which of the following is NOT mentioned as a type of radio format in the study material?
 - a) Radio News
 - b) Radio Drama
 - c) Radio Gameshows
 - d) Radio Commentary
3. What is the primary purpose of radio announcements?
 - a) To entertain listeners
 - b) To inform and identify the station
 - c) To play music
 - d) To conduct interviews
4. What has happened to the style of radio announcements in commercial radio channels?
 - a) They have become more formal
 - b) They have become similar to ordinary conversations
 - c) They have been eliminated
 - d) They have become more scripted
5. In which part of a radio format can you find the "spoken word"?
 - a) Music
 - b) Sound Effects
 - c) Spoken Word or Human Voice
 - d) Commercials
6. What is the primary focus of radio talk shows?
 - a) Political diatribes
 - b) Highly interactive exchanges
 - c) Musical performances
 - d) Sports commentary
7. Who typically hosts radio talk shows?
 - a) Multiple radio personalities
 - b) Musicians
 - c) A single radio personality
 - d) News anchors
8. What is a common feature of radio talk shows that allows listeners to participate?
 - a) Sound effects
 - b) Audience participation
 - c) Musical performances
 - d) Political debates
9. Which of the following is NOT mentioned as a type of radio interview in the study material?
 - a) Informational Interview
 - b) Interpretive Interview
 - c) Emotional Interview
 - d) Musical Interview
10. What is the purpose of an informational interview in radio?
 - a) To provide an insight into the interviewee's emotions
 - b) To entertain the audience with humor
 - c) To impart information to the listener
 - d) To focus on storytelling
11. How do radio interviews differ from radio documentaries?
 - a) Interviews are longer in duration
 - b) Interviews use more sound effects
 - c) Interviews focus on a single person's perspective
 - d) Interviews are based on fictional stories
12. What is the primary focus of radio discussions?
 - a) Finding solutions to personal problems
 - b) Providing entertainment to the audience
 - c) Exploring different points of view on public issues
 - d) Discussing the latest news headlines
13. How long are radio discussions typically in terms of duration?
 - a) 2-5 minutes
 - b) 10-15 minutes
 - c) 30-60 minutes
 - d) 24 hours
14. What is the most popular spoken word format on radio?
 - a) Radio Drama
 - b) Radio News
 - c) Radio Commentary
 - d) Radio Features
15. What are the three main types of material used in radio bulletins?
 - a) Video clips, sound effects, and live reports
 - b) Written scripts, voice reports, and recorded sound
 - c) Photos, advertisements, and interviews
 - d) Interviews, sound effects, and commercials
16. Why is language important in radio news?
 - a) Radio news is primarily visual
 - b) Language on radio must be written, formal, and technical
 - c) Radio is a verbal communication medium
 - d) Radio news is a silent medium
17. What should radio news scripts avoid in terms of expression?
 - a) Written expression
 - b) Literary expression
 - c) Informative expression
 - d) Spoken expression
18. What is the main advantage of radio documentaries over documentary films?
 - a) Radio documentaries use more visuals
 - b) Radio documentaries are more cost-effective
 - c) Radio documentaries require a larger team
 - d) Radio documentaries are only story-based
19. What is one key consideration when choosing a subject for a radio documentary?
 - a) The subject's popularity on social media
 - b) The subject's relevance and interest to the audience
 - c) The subject's availability for interviews
 - d) The subject's geographical location

20. How can a radio documentary be approached in terms of style?

- a) Journalistic or informal
- b) Visual or audio-based
- c) Comedy or drama
- d) Formal or scientific

21. What is the primary focus of running commentaries on radio?

- a) Playing music for the audience
- b) Providing a visual experience to listeners
- c) Describing live events in real-time
- d) Conducting interviews with experts

22. When might a radio bridge be used?

- a) To connect different radio stations for political debates
- b) To connect different radio stations during elections
- c) To connect different radio stations for music festivals
- d) To connect different radio stations for news broadcasts

23. What does a radio bridge allow listeners to do?

- a) Listen to multiple radio stations simultaneously
- b) Listen to a live radio debate
- c) Listen to experts from different locations discussing a topic
- d) Listen to recorded interviews with celebrities

24. Which of the following is NOT a type of radio advertising mentioned in the study material?

- a) Live read
- b) Sponsorship
- c) Recorded sound
- d) Produced spot

25. What is a live read in radio advertising?

- a) A prerecorded commercial
- b) A live performance by a musical band
- c) A commercial read in real-time by a radio announcer
- d) A recorded jingle

26. How does sponsorship work in radio advertising?

- a) Advertisers provide free products to radio stations
- b) Advertisers buy segments of radio programs
- c) Radio stations sponsor advertisers
- d) Radio stations provide free airtime to advertisers

27. What is a "produced spot" in radio advertising?

- a) A live performance by a musical band
- b) A straight read of an advertising message
- c) A recording of ambient sounds
- d) A live commentary on a sports event

28. What is a Public Service Announcement (PSA) in radio advertising?

- a) A message promoting a political candidate
- b) A message promoting a commercial product
- c) A message promoting a non-profit organization
- d) A message promoting a radio station

29. Why is frequency important in radio advertising?

- a) It determines the timing of commercials
- b) It affects the quality of sound in commercials
- c) Commercials must air multiple times to be effective
- d) It determines the length of commercials

30. Which quarter of the year is generally less expensive for radio advertising?

- a) First quarter
- b) Second quarter
- c) Third quarter
- d) Fourth quarter

