

**Bharati Vidyapeeth's**  
**Institute of Computer Applications and Management (BVICAM)**  
**A-4, Paschim Vihar, New Delhi-63**  
**FIRST SEMESTER [BA (JMC)] Internal Examination, Oct-Nov 2023**

**Paper Code: BA (JMC) 203****Subject: Basics of Radio Programming Production****Time: 2 Hours****Maximum Marks: 45**

**Note: Attempt THREE questions in all. Question No. 1 is compulsory, and attempt one question from each unit.**

1.	Answer all the following questions briefly: -			1.5 × 10 = 15
	(a)	Differentiate between Shortwave (SW) and Medium Wave (MW) radio transmissions.		CO1
	(b)	List the various formats commonly used in radio broadcasting.		CO1
	(c)	Discuss the art of radio commentary.		CO1
	(d)	Compare the scriptwriting process of Drama and feature.		CO1
	(e)	Explain the Three Tier System in radio broadcasting.		CO2
	(f)	Describe the concept and significance of community radio.		CO2
	(g)	Identify essential components of a radio interview.		CO2
	(h)	Explain the fundamental characteristics of radio as a communication medium.		CO2
	(i)	Discuss the dos and don'ts in radio news broadcasting.		CO3
	(j)	Explain the various types of radio advertising with suitable examples.		CO3
2.	(a)	Examine the influence of radio as a medium for raising awareness about social problems and its efficacy in the realm of education. Pertinent examples will be provided to support the analysis.	5	CO2

	(b)	Evaluate the role of community radio in empowering local communities, fostering creativity, and enhancing civic participation. With the suitable example	5	CO2
	(c)	Illustrate & analyze the functions of different wings in the Directorate General of All India Radio, explaining how they contribute to the overall functioning of the organization.	5	CO2
3.	(a)	Highlighting its accessibility and mobility, explain why radio is preferable to television and newspapers as a mass communication medium.	5	CO3
	(b)	Examine the various difficulties encountered by radio announcers and presenters in sustaining audience engagement and propose potential methods to address these obstacles.	5	CO3
	(c)	Discuss the salient attributes of radio as a medium, with particular emphasis on its simplicity, mobility, and capacity to effectively engage non-literate communities.	5	CO3
<b>UNIT – II</b>				
4.	(a)	Explain the concept of radio commentary. How does it enhance the listener's experience during sports events?	5	CO2
	(b)	Evaluate the challenges and advantages of producing radio documentaries on sensitive or controversial topics. How can producers maintain balance and objectivity?	5	CO2
	(c)	Give some background on the ethics and planning that go into radio newscasting.	5	CO2
5.	(a)	Elaborate significance of Programme Service Announcements (PSAs) in the radio medium and their ability to captivate the attention of listeners.	5	CO2
	(b)	"Imagine radio interviews as pieces on a chessboard. How do they move, and what strategies do they employ to win the game of engaging an audience?"	5	CO3
	(c)	Describe the principles of preparing radio bulletins. Why is language crucial in radio news presentations?	5	CO4