

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63

THIRD SEMESTER [BA(JMC)] Supplementary Internal Examination, June 2023

Paper Code: 203	Subject: BRPP
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Time: 3 Hours	Maximum Marks: 75
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Note: Attempt FIVE questions in all. Question No. 1 is compulsory and attempt one question from each unit.

1.	Answer all the following questions briefly: -	2.5 × 10 =	
		25	
	(a) State the current status of AIR in terms of its reach and coverage?	BTL2	CO1
	(b) Describe the role of radio in educating rural populations in India.	BTL3	CO1
	(c) Explain the concept of radio as a "blind medium" and its drawbacks.	BTL2	CO1
	(d) Analyze the advantages and disadvantages of different transmission technologies for radio broadcasting.	BTL4	CO3
	(e) Illustrate the significance of Vox Pop, interviews and provide an example of its application in radio broadcasting.	BTL2	CO1
	(f) Differentiate between social and commercial advertisements in the context of radio broadcasting.	BTL3	CO3
	(g) Explain the purpose of using sound effects in radio programmes.	BTL4	CO4
	(h) "Sound effect enhances the realism of a radio program" through light on this statement.	BTL2	CO4
	(i) Discuss the limitations of radio as a medium.	BTL1	CO3
	(j) Analyze the challenges and opportunities of using radio for political and election campaigns.	BTL3	CO3

UNIT - I

2.	(a)	Compare and contrast the advantages and disadvantages of radio as an immediate medium for news reporting.	6.5	BTL4	CO1
	(b)	Analyse the challenges and opportunities of using radio for political and election campaigns.	6	BTL3	CO1
3.	(a)	Explain the benefits of Web Radio and its global reach in comparison to traditional radio broadcasting.	6.5	BTL4	CO1
	(b)	Describe the limitations on content for Community Radio stations, according to government guidelines?	6	BTL2	CO1

UNIT - II

4.	(a)	Explain the three-tier broadcasting system in India, covering the roles and functions of radio stations.	6.5	BTL3	CO2
	(b)	Explore the significance and impact of radio announcements. How do they contribute to maintaining listener engagement and awareness?	6	BTL3	CO2
5.	(a)	Analyse the role of radio discussions in shaping public opinion. Discuss the responsibilities of a moderator and the pros and cons associated with radio discussions.	6.5	BTL4	CO2
	(b)	Elaborate on the characteristics and purposes of radio news. Provide insights into the structure of AIR News and its key components.	6	BTL6	CO2

UNIT - III

6.	(a)	Draw and explain, how to set up microphones for recording a radio drama with multiple characters.	6.5	BTL2	CO3
	(b)	Compare the responsibilities of the producer during the pre-production, production, and post-production stages in radio.	6	BTL3	CO3
7.	(a)	Develop a script for a radio programme on the importance of environmental conservation.	6.5	BTL6	CO3
	(b)	Critically assess the advantages and disadvantages of using dynamic and condenser microphones.	6	BTL5	CO3

UNIT - IV

8.	(a)	Explain the fundamental functions of sound editing in post-production. Justify its contribution to the overall structure and mood of a program?	6.5	BTL4	CO4
	(b)	Elaborate the types of sound effects used in radio programs and to what extent sound effects contribute to the overall experience and engagement of the audience? Provide examples.	6	BTL6	CO4
9.	(a)	Discuss the significance of sound mixing in the post-production process. How does a sound mixer ensure clarity, crispness, and seamlessness in the final production?	6.5	BTL5	CO4
	(b)	“formulating a budget impact decision-making regarding program format and audience reach” Explain the role of cost evaluation in program production.	6	BTL2	CO4