



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4,
Paschim Vihar, Rohtak Road, New Delhi-110063, Visit us at: <http://www.bvicam.in/>

Course Code : BA (JMC)203

Course Name: BRPP

Practice Question for Theory

UNIT- 1

1. What are the advantages of radio as a mass communication medium over television and newspapers?
2. Explain how radio signals cover almost the entire population and why it is considered a convenient form of entertainment.
3. Discuss the impact of transistors on the accessibility of radio in urban and rural areas in India.
4. In what ways is radio effective in creating awareness regarding social issues and the need for social reformation?
5. How does radio contribute to creating a positive climate for growth and development in society?
6. Describe the role of radio in widening the horizons of people and changing their outlook towards life.
7. Explain the economic viability of radio in tailoring program content to the needs of small and diverse audiences.
8. Compare the advertising advantages of radio over television and newspapers, especially for local advertisers.
9. Discuss the importance of radio in reaching rural populations with no access to television and limited power supply.
10. According to Kapoor, Director General of AIR (1995), how is radio more interactive and stimulating compared to TV?
11. Enumerate the characteristics of radio that make it a unique medium of communication.
12. How does radio make use of the listener's power of imagination? Provide an example.
13. Why is radio considered the fastest medium among broadcast media? Explain.
14. In what ways is radio simpler to use compared to other media, and why is it considered inexpensive?
15. Highlight the portability of a radio receiver and its significance in making radio accessible in various settings.
16. How does radio cater to a non-literate audience, and why is this an advantage?
17. Explain the concept of radio being a "one chance medium" and its limitations.
18. Discuss the importance of visuals in news reporting and how radio compensates for this limitation.

19. Why are messages heard on radio often considered easily forgotten? Explain.
20. How can poor performance by announcers affect listenership on radio?
21. Provide an introduction to the history of news broadcasting in India before the establishment of All India Radio.
22. Explain the significance of the first-ever news bulletin in India that went on air in 1927.
23. Discuss the developments in news broadcasting in India after independence and its growth in quantity and quality.
24. What is the Three Tier System in All India Radio, and how does it function?
25. Describe the role and programming of the National channel of All India Radio.
26. Explain the characteristics of Regional Stations in All India Radio and their programming focus.
27. What is the concept of Local Radio in India, and how does it serve small communities?
28. Define Community Radio and its significance in empowering local communities.
29. Enumerate the benefits of Community Radio, according to its worldwide phenomenon.
30. What is the transmission technology used in radio, and how do amplitude modulation and frequency modulation differ?
31. Explain the characteristics of amplitude modulation and its use in AM radio broadcast signals.
32. How do FM radio signals offer better sound quality compared to AM radio signals?
33. Describe shortwave radio and its ability to travel long distances for broadcasting news and information.
34. Highlight the frequency range of shortwave signals and their advantages in reaching global audiences.
35. What are the key facts about shortwave radios, and how do they contribute to listening to international radio stations?
36. Define online radio or web radio and explain how it is broadcasted via the internet.
37. How does internet radio use streaming audio technology, and what is required for listeners to tune in?
38. Provide an overview of the organizational structure of All India Radio, including its various departments and wings.
39. Explain the role of the Programme Wing in All India Radio and its organizational hierarchy.
40. Describe the functions of the Engineering Wing in All India Radio and its role in technical matters.
41. Enumerate the responsibilities of the Administrative Wing in All India Radio, including finance and administration.
42. Discuss the role of the Security Wing in ensuring the safety of AIR installations.
43. Explain the functions of the Audience Research Wing and its importance in feedback studies.
44. Provide an overview of the News Services Division in All India Radio and its contribution to news broadcasting.
45. Describe the External Services Division of All India Radio and the languages in which it broadcasts.

46. Explain the role of the Transcription & Programme Exchange Service in All India Radio.
47. Discuss the functions of the Research Department in All India Radio and its focus areas.
48. Describe the role of the Central Store Office in AIR and its functions related to technical equipment.
49. Explain the hierarchy and roles of various positions in a radio station, including Station Manager, Operations Manager, Program Director, Sales Manager, Office Manager, and Chief Engineer.
50. Discuss the significance of on-air personalities in radio broadcasting and their responsibilities in representing the station's voice to the public.

Practice Question for Theory

UNIT- 2

1. What is the purpose of radio formats, and how do they contribute to building a radio station's brand?
2. List and briefly explain the different types of radio formats mentioned in the syllabus.
3. Define radio announcements and links. Provide examples of the information typically included in station/program identification announcements.
4. How have radio announcements evolved in commercial radio channels, and what role do Radio Jockeys (RJs) play in this context?
5. Describe the three main ingredients of a radio format and their significance in programming.
6. What is the significance of the spoken word format in radio, and how does it differ from other formats?
7. Explain the historical significance and evolution of radio talks. Why have shorter duration talks become more popular in recent times?
8. Discuss the characteristics and genres covered by radio talk shows, including the role of hosts and audience participation.
9. Differentiate between full-fledged interview programs and interviews used in various radio programs like documentaries.
10. List and explain the three types of radio interviews: Informational, Interpretive, and Emotional.
11. What considerations should an interviewee be aware of before participating in a radio interview? Provide examples.
12. Define radio discussions and explain their purpose in addressing social or economic issues. Highlight the typical duration of radio discussions.
13. How are radio discussions structured, and what role does a moderator play in facilitating the conversation?
14. Explain the popularity of news as a spoken word format on radio. Discuss the components of radio bulletins and their preparation.
15. Describe the principles of radio bulletin preparation and the types of material typically

included in a news bulletin.

16. Provide the do's and don'ts for writing effective radio news, considering the medium's unique characteristics.
17. Discuss the popularity of radio documentaries/features and how they differ from feature films. What are the key elements used in radio documentaries?
18. List the steps involved in producing a good radio documentary/feature, emphasizing the importance of creativity and relevance.
19. Define radio commentary and explain its role in providing real-time information during events. Provide examples of events suitable for running commentaries.
20. Explain the unique characteristics of a radio play/drama and how it differs from other forms of performance art.
21. Discuss the key considerations for a writer when planning a radio play, including audience, intention, and elements of drama.
22. What are the various types of radio advertising, and how do advertisers pay for airtime on commercial radio stations?
23. Define a live read in radio advertising, providing an example from a popular show. How does it leverage the popularity of on-air hosts?
24. Explain the concept of sponsorship in radio advertising, giving an example of a sponsored segment.
25. Describe a produced spot in radio advertising and discuss the role of voice talent and sound effects in creating effective commercials.
26. What is a public service announcement (PSA) in radio advertising, and how does it differ from commercial advertising? Provide examples.
27. Discuss the importance of ad frequency in radio advertising. Why is it necessary for a commercial to air multiple times?
28. Explain the significance of identifying the target audience in radio advertising and provide an example to illustrate this concept.
29. Outline the production process for a radio commercial, emphasizing the importance of clear and attention-grabbing copy.
30. What factors should be considered when negotiating ad rates for radio advertising? Why are the first and third quarters considered advantageous for advertising?
31. Define a phone-in program and explain its significance in interactive programming. How does it provide immediate satisfaction to listeners?
32. Discuss the evolution of phone-in programs, highlighting their initial use and their current applications in various genres.
33. Define the concept of a radio bridge. How does it extend the idea of a phone-in program, and what benefits does it offer in terms of audience interaction?
34. Explain the format of a radio bridge program, emphasizing the connection of different stations and the role of experts from various locations.
35. Why is radio bridge considered an extension of phone-in programs, and how does it enhance listener experience by involving multiple experts?
36. Discuss the role of creativity in producing radio documentaries/features. Provide examples of subjects suitable for radio documentary production.
37. What is the "so what" test, and why is it important when selecting a subject for a radio documentary? Explain its relevance to audience engagement.

38. Outline different approaches to creating a radio documentary, including journalistic and dramatic styles. When is each approach appropriate?
39. Explain the importance of research in developing a radio documentary, emphasizing the need for accuracy, reliability, and current information.
40. Describe the role of storytelling in creating engaging radio documentaries. Why do people enjoy well-told stories on the radio?
41. How can radio documentaries create near-real scenes through audio pictures? Provide examples of elements that bring stories to life on the radio.
42. Discuss the significance of involving the audience in radio documentary production. How can feedback enhance the quality of a documentary?
43. Explain the concept of a running commentary in radio, using sports events as an example. What information does a commentator typically provide?
44. Discuss the characteristics of radio plays/dramas and explain how they rely on dialogue, music, and sound effects to convey a story.
45. Define a live read in radio advertising and explain its effectiveness when delivered by a popular on-air host. Provide an example.
46. Describe the concept of sponsorship in radio advertising, providing an example of a sponsored segment. How does sponsorship benefit both the advertiser and the radio station?
47. What is the significance of frequency in radio advertising, and why is it essential for a commercial to air multiple times?
48. Discuss the importance of identifying the target audience in radio advertising. Provide an example of how an advertiser can match their product with the appropriate radio station.
49. Explain the key factors in producing a radio commercial, emphasizing the need for clear and attention-grabbing copy.
50. Define a phone-in program and discuss its role in interactive programming. How does it facilitate direct communication between listeners and presenters?

Practice Question for Theory

UNIT- 3

1. What are the common elements present in all radio programs?
2. Explain the role of voice in radio production.
3. How does voice contribute to creating visual images in radio programs?
4. Why is the microphone considered the most important element in radio production?
5. Describe the two aspects of using the human voice in radio production.
6. In what ways does music enhance spoken word programs on radio?
7. How can music break monotony in a radio program?
8. Explain the role of music in creating specific moods or effects in radio programs.
9. What factors influence the selection of music in radio programming?

10. Name the three types of music mentioned in the syllabus.
11. Why is a well-written script essential for radio programs?
12. List the characteristics that make a radio script effective.
13. Explain why radio scripts are written for the ear and not the eye.
14. What is the significance of using conversational language in radio scripts?
15. How does a radio script contribute to the safety of presenters during live broadcasts?
16. How do sound effects add realism to a radio program?
17. Differentiate between spot effects and recorded sound effects.
18. What role do sound effects play in describing the circumstances of a dramatic audio situation?
19. Name the categories mentioned in the syllabus for sound effects.
20. How can sound effects be used creatively in radio production?
21. Define pre-production in the context of radio production.
22. Why is the script considered the backbone of radio production?
23. Explain the role of language in radio production.
24. What is the primary goal of using words in radio production?
25. How does the radio production process involve the creative use of various writing and production techniques?
26. What is the primary function of an audio mixer in radio production?
27. Describe the role of a turntable in radio production.
28. Explain the purpose of an audiotape in radio production.
29. Why are condenser microphones preferred for studio recording?
30. Differentiate between dynamic and condenser microphones.
31. List and briefly describe the four main types of headphones.
32. Why are over-ear headphones preferred for superior sound isolation?
33. In what situations are on-ear headphones commonly used?
34. What distinguishes in-ear headphones from other types in terms of design and usage?
35. Explain the characteristics and common uses of ear buds.
36. How does an audio mixer enhance audio integration with video in radio production?
37. What are some common uses of sound mixers in different environments?
38. In what ways can an audio mixer change the quality and levels of audio signals?
39. Explain the purpose of combining different instruments into a stereo master mix.
40. Why are audio mixers referred to as mixing consoles or mixing desks?
41. What is the primary function of a radio transmitter?
42. Describe the process of data transmission in the context of a radio transmitter.
43. What are the three main components of a communication channel?
44. Explain the role of a transducer in the transmitter circuit.
45. How does a transmitter send signals to the communication channel?
46. Describe the importance of acoustics in indoor radio production.

47. How does acoustics contribute to reducing noise in radio studios?
48. Define ambient sound and its importance in video and film work.
49. Differentiate between matching ambient sound and wild sound.
50. What is room tone, and why is it used in radio and film production?

Practice Question for Theory

UNIT- 4

1. What is the primary purpose of sound editing in radio programming?
2. How has digital equipment changed the process of sound editing compared to analog methods?
3. List the factors that make the editing process easier if recording is done appropriately.
4. Explain the significance of using the right microphone in radio recording.
5. Why is maintaining the right audio level crucial in radio recording?
6. Define nonlinear recording in the context of radio programming.
7. Why is editing necessary in programs recorded in a nonlinear fashion?
8. Enumerate the reasons for editing in radio programming.
9. What is Automated Dialogue Replacement (ADR) in the context of radio production?
10. How does ADR differ between the film industry and radio production?
11. What is sound design, and how is it used in radio programming?
12. Explain the role of audio filters in enhancing recorded audio in sound design.
13. Why is it important to record location sounds separately from dialogues in radio production?
14. Describe the role of a Digital Audio Workstation (DAW) in radio editing.
15. List the common procedures involved in digital editing using a DAW.
16. Identify the components of the interface of a Digital Audio Workstation.
17. Explain the purpose of a low pass filter in audio production.
18. How does a low pass filter contribute to isolating bass in a recording?
19. List the uses of high pass filters in audio production.
20. How does a high pass filter create tension before a drop in music?
21. Define the term "sound effect" in the context of radio production.
22. Why are sound effects considered important in radio programming?
23. How can sound effects contribute to creating a unique style in audio production?
24. Discuss the role of creativity in using sound effects in radio programming.
25. Explain the concept of novelty in the use of sound effects.
26. How can sound effects be used for musical or emotional emphasis in radio production?
27. Define audio filters and their role in shaping sound.
28. Explain how filters are used to remove frequencies in audio production.

29. What is the purpose of a low pass filter in shaping the tone of audio?
30. How do high pass filters contribute to removing noise in audio production?
31. Describe the evaluation process in broadcasting and its unique features.
32. What is the significance of Programme Ratings in broadcasting?
33. Name the methods used for audience measurements in radio.
34. Define Survey Research Method in the context of radio audience measurement.
35. Explain the purpose of baseline studies in radio audience measurement.
36. What is the "Day-after Recall" method, and how is it used in audience measurement?
37. How do self-completion diaries contribute to collecting information about radio listening?
38. Define Audiometers and People Meters and their role in radio audience measurement.
39. Explain how audiometers record data on radio listening habits.
40. Why is the "Day-after Recall" method limited to information about the previous day's listening?
41. How can sound effects enhance the emotional art of music in radio production?
42. Discuss the role of audio filters in increasing or decreasing the level of existing frequencies.
43. What are some off-the-shelf sources for special effects used in sound design?
44. Explain the importance of proper research and scripting in facilitating the editing process.
45. Discuss the role of sound editing in giving shape and structure to a radio program.
46. Why is it necessary to maintain a backup of recordings in radio production?
47. How can trimming parts of unwanted audio improve the overall quality of a program?
48. What is the purpose of arranging audio clips in a desirable order for broadcast?
49. How does the "Day-after Recall" method address the issue of human memory in audience measurement?
50. Describe the role of sound effects in expressing creativity in audio production.
