

TB205205V

Reg. No :

Name :

B. A. DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022
2020 ADMISSIONS REGULAR AND 2019, 2018 ADMISSIONS SUPPLEMENTARY
SEMESTER V - CORE COURSE (ENGLISH LITERATURE AND COMMUNICATION STUDIES)
CE5B17B18 - MASS COMMUNICATION AND BROADCASTING MEDIA: RADIO

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks **(10x2=20)**

1. Name the private company that received a license from the colonial government to inaugurate radio stations in India in 1927.
2. Write a note on Mutual Radio Network.
3. List any two advantages of radio sponsorship.
4. Amateur radio is also called_____.
5. Write a short note on 'Mann Ki Baat'.
6. List the new features that radio is integrating using internet.
7. Government took initiative to start TV transmission because of two purposes. They are_____ and _____.
8. Make a brief note on Save Dada.
9. List the names of the 'Big Five' production companies of the Hollywood studio age.
10. Name any two Indians who won the Academy Awards.
11. Name a website that makes use of microblogging.
12. Define weblog.

Part B

II. Answer any Six questions. Each question carries 5 marks **(6x5=30)**

13. Write a short note on community radio in India.
14. Write a short note on DAB.
15. Differentiate between public service broadcasting and commercial broadcasting.
16. Write a note on women's radio programmes.
17. Describe the different types of radio interview.
18. Explain the characteristics of television.
19. Write a note on multimedia.
20. Write about citizen journalism and its advent in India.
21. Write about the increasing significance of citizen journalism in the present times.

Part C

III. Answer any Two questions. Each question carries 15 marks **(2x15=30)**

22. Trace the history of radio in the world.
23. Explain radio genres.
24. Trace the milestones in the history of Indian cinema.

25. Write about the role of online journalism during the pandemic times. Explain with suitable examples.