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TB245253J

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024
2018, 2019, 2020, 2021 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. Write a note on BBC.
2. Name the first Director of News of All India Radio.
3. Expand FRC.
4. Write a short note on Radio Kisan Divas.
5. Define Radio Jockey.
6. Examine radio as a tool for product or service advertisements.
7. List two functions of Broadcasting Authority of India.
8. Enumerate the advantages and disadvantages of television in comparison to newspaper.
9. Make a brief note on Save Dada.
10. State the name of the first ever talkie in the world, also mention the year of its release.
11. Define weblog.
12. Describe crowdsourcing.

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. Differentiate between public service broadcasting and commercial broadcasting.
15. Explain broadcast performance. Discuss the various techniques used for measuring broadcast audiences.
16. Write a note on internet radio.
17. Explain satellite radio.
18. Explain the Mass media age with respect to history of cinema.
19. Make a note on broadcasting bill.
20. Write a comparative analysis of a national and regional news website with examples.
21. Write about the advantages of online journalism.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Trace the origin of radio in India.
23. Explain special audience radio programmes with examples.
24. Television is a mass medium for entertainment, information, education and development. Explain.
25. Describe the trends in online journalism.

