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Reg. No :

Name :

MASTER'S DEGREE (C.S.S) EXAMINATION, NOVEMBER 2024
2023 ADMISSIONS REGULAR
SEMESTER III - CORE COURSE Journalism and Mass Communication
CE3C12TM - Radio and Television

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. State three functions of narration.
2. List the different types of narration.
3. Explain the role and purpose of radio interviews.
4. Briefly explain the function of video switcher.
5. Recollect ambiance sound.
6. Explain rule of third.
7. Rundown sheet
8. Define broadcasting.
9. Recall floor management.
10. Briefly explain switcher.

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Critically evaluate the advertisement strategies and its effectiveness through private FM radio stations in India.
12. Compare how TV news writing style differs from newspaper.
13. Examine the attributes of a news reader on Radio.
14. Discuss the importance of budgeting in filmmaking.
15. Enumerate the different types of camera angles and its significance in video production.
16. Differentiate between a script and screenplay.
17. State the relevance of audience surveys in feedback generation.
18. Explain the revenue models of radio and TV production.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Discuss the important stages of pre-production, production and post-production of radio programmes.
20. Write a television script for a PSA on women empowerment.
21. "Cinematography is infinite in its possibilities for storytelling". Analyse the statement and write down your opinion with relevant examples.
22. Write a news script for the evening news bulletin on Independence Day (Hints: Independence Day celebration, message from President of India, farmer protests in Delhi)