

TB245786P

Reg. No : .....

Name : .....

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024**  
**2022 ADMISSIONS REGULAR**  
**SEMESTER V - CORE COURSE (ENGLISH LIT & 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. Mention the first medium of broadcast journalism.
2. Inscribe public service broadcasting.
3. Name the first person who publicly send human voice over a radio frequency and what was the message?
4. Explain the role of Microphone in Radio broadcasting.
5. Define actuality.
6. Write any four FM stations of Kerala.
7. Analyse the disadvantages of television in comparison to new media.
8. State the name and year of the first film directed by Save Dada.
9. List the names of the 'Big Five' production companies of the Hollywood studio age.
10. State the name of the first ever talkie in the world, also mention the year of its release.
11. Recall chunking technique.
12. What is blocking?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. Differentiate between AM and FM.
14. Discuss the guidelines put forward by Prasar Bharati for Private FM broadcasters for broadcasting news.
15. Write a short note on broadcasting style and language by giving out few aspects that need to be kept in mind while writing for the broadcast medium.
16. Explain the important points to be kept in mind while presenting radio programmes.
17. Explain how Radio news differ from Television news. Evaluate whether Radio news has lost its importance under the spell of 24 hours television news channels.
18. Write a note on technological convergence with regard to television.
19. Explain the characteristics of television.
20. Write about the characteristics of online news journalism.
21. Write about the significance of inverted pyramid style in writing online news stories.

**Part C**

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

**(2x15=30)**

22. Write an essay on the history of radio in India.
23. Explain radio genres.
24. Television is a mass medium for entertainment, information, education and development. Explain.
25. Online journalism is becoming a new revolution in mass media and for newspapers in specific. Discuss.