



QP CODE: 25007864



25007864

Reg No :

Name :

B.A DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY 2025

Fifth Semester

B.A English Literature and Communication Studies Model III (Double Main)

CORE COURSE - EN5CRT03 - MASS COMMUNICATION AND BROADCASTING

MEDIA: RADIO

2022 Admission Only

F1E863D0

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Nuendo.
2. On demand Audio.
3. A. K Chanda.
4. DRM.
5. Web radio.
6. Radio Jocky.
7. TV and culture.
8. Indian broadcasting foundation.
9. Sathyajith Ray.
10. Tim Berners Lee.
11. The Ken.
12. Open Source Reporting.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss AIR's three tier broadcasting service.
14. Write a note on 'radio and agriculture'.





15. Write a note on Radio Journalism.
16. Briefly explain the different radio formats.
17. What are the qualities of a radio news reader. Explain.
18. Explain the role of TV as a mass medium.
19. Describe TV as a medium of Entertainment.
20. Discuss the characteristics of online journalism.
21. Discuss the principles of Web headline Writing.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Write an essay on important radio services in the world.
23. What is Community Radio? Write an essay on the Community Radio movement in India.
24. Describe the different types of television programmes with examples.
25. Social media has immense potential for the dissemination of news but it is misused and wasted by some self- interested groups. Do you agree with this statement? Comment.

(2×15=30)

