



QP CODE: 25022286



Reg No :

Name :

MA DEGREE (CSS) SPECIAL REAPPEARANCE EXAMINATION, APRIL 2025

Third Semester

M.A.J.M.C

CORE - JM010302 - RADIO AND TELEVISION

2019 ADMISSION ONWARDS

A34AC79A

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Definition of Television.
2. Define FM radio.
3. Define spot news
4. Define magazine programme.
5. Explain POV shot.
6. Write the purpose of transitions in editing.
7. Write the key components involved in program production.
8. Write the key elements of a plot.
9. Write the key elements of an effective script for a documentary.
10. Explain non-linear editing.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Describe the types of sound with an example.
12. Describe the significance of using proper microphone techniques in radio production.
13. Describe about the production team.
14. Explain the skills required for good radio newsreader.
15. Describe the role of news caster.





16. Write about the role of lighting in filmmaking and how can it affect the look and feel of a film or television show?
17. Propose potential strategies to collect and analyze data for the television programme research.
18. Explain the role social media influencers play in sponsorships, and how are they being incorporated into sponsorship strategies?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Explain the difference between radio and Television.
20. Explain about TAM and TRP, Enumerate its importants in the society.
21. Design a lighting setup for a specific context, incorporating the principles of the Triangle Rule.
22. Create a brief outline for a screenplay of a short film.

(2×5=10 weightage)

