



K25P 1835

Reg. No. :

Name :

Second Semester M.A. Degree (C.B.C.S.S. – OBE – Reg./Supple./Imp.)
Examination, April 2025
(2023 and 2024 Admissions)
JOURNALISM AND MASS COMMUNICATION
MAJMC02C08 : Radio Production

Time : 3 Hours

Max. Marks : 60

I. Write short notes on **any five** of the following. **Each** answer carries 3 marks. **(5×3=15)**

- 1) RJ (Radio Jockey).
- 2) News Caster.
- 3) Community Radio.
- 4) Radio Interview Techniques.
- 5) Transmission Methods.
- 6) Copyright in Broadcasting.

II. Write short essays on **any three** of the following. **Each** answer carries 6 marks. **(3×6=18)**

- 7) Analyse the strengths and weaknesses of online radio stations.
- 8) Discuss the importance of scripting in radio news production.
- 9) How do different radio formats cater to different audiences ?
- 10) Examine how radio addresses cultural diversity in India.
- 11) Explore the concept of narrowcasting with relevant examples.

III. Write long essays on **any three** of the following. **Each** answer carries 9 marks. **(3×9=27)**

- 12) Evaluate the autonomy and future of Akashvani in the digital age.
 - 13) Prepare a detailed plan for a radio program promoting health awareness.
 - 14) Discuss the ethical considerations in reporting disasters via radio.
 - 15) Trace the post-independence development of radio broadcasting in India.
 - 16) Create a script for a news bulletin covering community events.
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