



K19P 0341

Reg. No. :

Name :

**II Semester M.C.J. Degree (Reg./Suppl./Imp.) Examination, April 2019
(2016 Admission Onwards)
MCJ 2C 08 : RADIO PRODUCTION**

Time : 3 Hours

Max. Marks : 60

Answer question I and **four** others. **All** questions carry **12** marks.

I. Write short notes on **any four** of the following.

- 1) Prasar Bharati
- 2) Audience research
- 3) Jingle
- 4) Marconi
- 5) Microphone
- 6) Radio spots.

II. Detail the traits of a successful radio jockey.

III. What do you think are the prime time preferences of the radio audience in Kerala ?

IV. In the present day media scenario consisting of stiff competition from the private channels, how would you evaluate the role and relevance of All India radio ?

V. Write a two minute 'News in brief' script based on last week's news events for broadcast on All India Radio.

VI. Radio drama is a powerful 'Theatre of the mind'. Comment.

VII. Write a note on the technical side of broadcasting.
