



K17P 1124

Reg. No. :

Name :

Second Semester M.C.J. Degree (Regular) Examination, June 2017
(2016 Admission)

MCJ2C08 : RADIO PRODUCTION

Time : 3 Hours

Max. Marks : 60

Answer Question 1 and **four** others. **All** questions carry **12** marks.

- I. Write short notes on **any four** of the following.
 - 1) Public service broadcasting.
 - 2) Prime time
 - 3) News wrap
 - 4) Radio Mattoli
 - 5) HD Radio
 - 6) Mann ki Baat.
 - II. Discuss the qualities and skills needed for a Radio Jockey.
 - III. How would you go about preparing for an interview of any prominent politician of your choice ? Prepare a list of questions for the radio interview.
 - IV. Comparatively evaluate any two special audience programmes on AIR. Discuss the quality of the programmes and how far they meet the needs of the target audience.
 - V. Compare and contrast the differences while writing for the print media as compared to 'writing for the ear' in radio.
 - VI. Detail the origin and evolution of radio.
 - VII. Discuss the relevant points to be kept in mind while writing radio news.
 - VIII. Comment on the revival of radio in the present day media landscape.
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