

K18P 0204

Reg. No. :

Name :

Second Semester M.C.J. Degree (Regular/Supplementary/Improvement)
Examination, March 2018
(2016 Admn. Onwards)
MCJ 2C 08 : RADIO PRODUCTION

Time : 3 Hours

Max. Marks : 60

Instructions : Answer Question No. I and **four** others.
All questions carry 12 marks.

- I. Write short notes on **any four** of the following :
 - I) Prime time
 - II) Radio studio
 - III) Radio commercials
 - IV) Radio news anchor
 - V) Online radio
 - VI) Signature tune.
 - II. Examine the specific steps needed in planning programmes for special audiences.
 - III. Write a short note on the role and relevance of radio in the time of national disasters in India. Discuss with specific examples.
 - IV. State different types of radio programme formats with examples.
 - V. Suggest two new programme ideas for broadcast on 'Yuva Vani'. The concepts must be innovative and enhance the social commitment of the youth.
 - VI. Critically evaluate the content of the programmes on FM channels. Give suggestions for further improvement.
 - VII. 'Writing for the ear' is a challenging task. Discuss the relevant points to be kept in mind while writing radio news.
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