



K22P 0148

Reg. No. :

Name :



**II Semester M.C.J./M.A. Journalism and Mass Communication Degree
(CBSS – Reg./Supple./Imp.) Examination, April 2022
(2018 Admission Onwards)
MCJ2C08 : RADIO PRODUCTION**

Time : 3 Hours

Max. Marks : 60

Instruction : Answer question I and **four** others. **All** questions carry **equal** marks.

- I.
 - 1) Sky Radio.
 - 2) RJ and DJ.
 - 3) MP3
 - 4) Heinrich Hertz.
 - 5) Podcasting.
 - 6) Vividh Bharati.
- II. Discuss the contributions of Sir Lionel Fielden to Indian Radio.
- III. Trace the new trends in Radio broadcasting.
- IV. Critically discuss the concept – ‘Blind medium’.
- V. Making Advertisements for Radio.
- VI. Community Radio as an effective tool for agricultural development.
- VII. Organisational structure of All India Radio.
- VIII. The role of radio and its public in the age of social networking.