



M 25671

Reg. No. : .....

Name : .....

**II Semester/MCJ Degree (Reg./Supple.) Examination, June 2014**  
**CJ 204 : RADIO PRODUCTION**

Time : 3 Hours

Max. Marks : 60

**Instructions :** Answer question No. I and **four** other questions. **All** questions carry **equal** marks.

- I. Write short notes on **any four** of the following :
    - 1) Audience research
    - 2) Lead in
    - 3) Reverberation
    - 4) Talking head
    - 5) Wrap around
    - 6) Signature Tune.
  - II. "Writing for the ear is a challenging task". Discuss the relevant points to be kept in mind while writing radio news.
  - III. Discuss the characteristics of Radio as a mass medium.
  - IV. Write a script for a five minute Radio documentary on "Rainwater Harvesting".
  - V. Detail the history and growth of radio.
  - VI. Discuss the major advantages, disadvantages of Radio advertising.
  - VII. Highlight the differences in writing for the print medium as compared to the broadcast media.
  - VIII. Write a script for a radio advertisement for 'Tara' Talcum powder.
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