

M 27775

Reg. No. :

Name :

II Semester M.C.J. Degree (Reg./Sup.) Examination, June 2015
(2014 Admn.)
MCJ2C08 – RADIO PRODUCTION

Time : 3 Hours

Max. Marks : 45

PART – A

Write short notes on **any five** :

1. Vividh Bharti
2. Radio Village
3. Jagadish Chandra Bose
4. Vox Populi
5. Signature Tune
6. Radio News Writing.

(5×1=5)

PART – B

Write **any four** of the following. **Each** question carries **10** marks.

7. 'Community radio stations have the capability to enlighten the rural areas in India'. Discuss the statement with examples.
8. Detail the difference between AM and FM.
9. Critically evaluate the advertisement strategies and its effectiveness through Pvt. FM radio stations in India.
10. Explain the history of AIR.
11. 'Web radio has its future'. Elaborate the statement with reasons.
12. Discuss different kinds of Radio Disk Jockeys.
13. State the characteristics of radio as a mass medium.

(4×10=40)