

C 83074

(Pages : 3)

Name.....73

Reg. No.....

**SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2015**

(CUCBCSS—UG)

Complementary Course

JOU 1C 02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO  
AND TELEVISION

Time : Three Hours

Maximum : 80 Marks

**Section A**

*Answer all the following.*

*(Part I and Part II must be attended separately)*

**PART I**

1. PCR stands for \_\_\_\_\_.
2. Infomercial means \_\_\_\_\_.
3. STB (set-top-box) is used for \_\_\_\_\_.
4. Malayalam broadcast was started from Trivandrum in the year \_\_\_\_\_.
5. In digital audio, \_\_\_\_\_ describes the number of bits of information recorded for each sample.
6. The microphone that picks up sound on all sides is \_\_\_\_\_.

(6 × ½ = 3 marks)

**PART II**

7. A camera mounting that straps the camera to the body of the operator to keep the image reasonably steady is known as \_\_\_\_\_.
8. The video signal system used in India is \_\_\_\_\_.
9. The filter that is almost always used when shooting outdoors is \_\_\_\_\_.
10. Film and Television Institute of India is situated at \_\_\_\_\_.
11. The percentage of homes, using a particular TV channel or programme at a given time is known as \_\_\_\_\_.
12. The number of frames per second of a video is \_\_\_\_\_.

(6 × ½ = 3 marks)

**Turn over**



**Section B**

Answer any **five** of the following from each part.

**PART I**

13. Story Rundown.
14. Voice over and Sound-on-Tape.
15. Objectivity in news writing.
16. DTH.
17. Reality Show.
18. Internet Radio.

(5 × 2 = 10 ma

**PART II**

19. Outdoor Broadcasting.
20. Narrowcasting.
21. NTSC and PAL.
22. Public service broadcasting.
23. Phone-in and Phone-out programmes.
24. Objectivity in news.

(5 × 2 = 10 ma

**Section C**

Answer any **three** of the following from each Part I

**PART I**

25. Elucidate the strengths and weaknesses of Radio as a broadcast medium.
26. What are the different radio programme formats ?
27. Can we consider Television as a vehicle for positive social change ? Justify your answer.
28. What are the essential qualities of a news presenter ?

(3 × 5 = 15 m

## PART II

29. How live reporting is done Television Broadcasting ?  
30. Offer your opinion about the private FM radio stations of Kerala.  
31. How broadcast media excel print media ?  
32. What is communication ? How communication becomes effective ?

222 74  
(3 × 5 =15 marks)

## Section D

*Answer any one of the following from each part.*

## PART I

33. Do we need a gate keeper organization for monitoring television programmes in India ?  
34. Enunciate television and radio as media of mass communication.

(1 × 12 = 12 marks)

## PART II

35. Write a note on broadcasting in India and the relevance of Prasarbharati in the present media scenario.  
36. Critically examine the advantage of online media over print, radio and television.

(1 × 12 = 12 marks)