19U245S (Pages: 2) Name……….………….

Reg No………………..

SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL 2020
(CUCBCSS – UG)
CC15U JOU1 C02/CC15U JOU2 C02
INTRODUCTION TO ELECTRONIC MEDIA & RADIO AND TELEVISION
(Journalism - Complementary Course)
(2015, 2016 Admissions - Supplementary)

Time: Three Hours
Maximum: 80 Marks

Section A
Answer **all** the following.
(Part I *and* Part II *must be attended separately*)

Part I

1. A microphone that picks up sound signals from two directions is called a _____.

2. Telegraphy was invented by _____.

3. The communication going from ground to a satellite is called _____.

4. Expand HDTV.

5. What is the meaning of 'cloud' in cloud computing?

6. Who invented Radio?

(6 × ½ = 3 Marks)

Part I

7. Expand AM &FM.

8. Give an example for 'radio talk'

9. Name any two private FM stations.

10. ENG stands for _____.

11. DAB technology arose out of a European Project called _____.

12. What is defined as the reception of satellite programme with a personal dish in an individual home?

(6 × ½ = 3 Marks)

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

Part I

13. Feedback

14. Broadcasting

15. New Media

16. 5 Ws & I H

17. Lead

18. Define 'Communication'

<div align="right">(5 × 2 = 10 Marks)</div>

<div align="center">Part II</div>

19. AM

20. Radio Drama

21. Online Radio

22. DTH

23. Radio Jockey

24. Cable TV

<div align="right">(5 × 2 = 10 Marks)</div>

Section C
Answer any *three* of the following from each part.

<div align="center">Part I</div>

25. What are the different types of Lead?

26. Differentiate between Inverted Pyramid Style & Hour Glass Style Stories.

27. Explain elements of Communication.

28. What are the various functions & dysfunctions of Mass Media?

<div align="right">(3 × 5 = 15 Marks)</div>

<div align="center">Part II</div>

29. What are the different types of Radio Stations?

30. What are the steps for writing a radio script?

31. Explain the qualities of a VJ?

32. What are the characteristics of TV?

<div align="right">(3 × 5 = 15 Marks)</div>

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

<div align="center">Part I</div>

33. Write an essay on the new trends in broadcasting.

34. Elucidate the types of news?

<div align="right">(1 × 12 = 12 Marks)</div>

<div align="center">Part II</div>

35. Explain the organizational structure of a radio station.

36. Comment on 'writing for the ear' in radio?

<div align="right">(1 × 12 = 12 Marks)</div>

<div align="center">*******</div>