

Seat No: - _____

Enrollment No: - _____

**PARUL UNIVERSITY
FACULTY OF ARTS**

M. Arts Midterm Examination 2022–23

Semester: - III

Date: 28/07/2022

Subject Code: - 15205210

Time: (2 hours 30 min)

Subject Name: - Radio News and studio Production

Total Marks: 40

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

		Marks
Q.1	Do As Directed.	06
1	A person or a group of people who form the target audience of radio programmes is called.....	
	(A) Announcer (B) Listener	
	(C) Broadcaster (D) Audience	
2	AIR started its internet services on	
	(A) May 01, 1998 (B) April 09, 1998	
	(C) May 10, 1999 (D) May 10, 1997	
3	1895- First Radio transmission by	
	(A) Dr. J.C. Bose (B) Guglielmo Marconi	
	(C) St. John (D) Morse	
4	The acronym FM stands for	
	(A) Frequency Modes (B) Filter modulation	
	(C) Frequency modulation (D) Filter methodology	
5	Suno Sunao Life Banao' is the famous slogan of which FM channel ?	
	(A) Red FM (B) Radio Mirchi	
	(C) Big FM (D) Radio Tadka	
6	AIR is also termed as	
	(A) Akashvani (B) Vivid Bharti	
	(C) FMs (D) All of these	
7	Which media is suitable for Communication Campaign for illiterate population?	
	(A) Newspaper (B) Digital	
	(C) Pamphlets (D) Radio	
8	The opening lines of the story is called	
	(A) Voiceover (B) Lead	
	(C) Body (D) Byte	
9	A comes out with the crux of the story immediately	
	(A) Soft lead (B) Hard lead	
	(C) Suspense lead (D) None of these	
10	Yameen concedes defeat in the Maldives presidential poll; Mohammed Ibrahim triumphs is the example of	

	(A)	Soft Lead	(B)	Hard lead	
	(C)	Suspense lead	(D)	Refresh the lead	
11	Bulletins are typed in font and triple space so that, if needed, last minute corrections and insertions can be easily made.				
	(A)	13	(B)	14	
	(C)	15	(D)	16	
12	Musician Pandit started the first National Orchestra				
	(A)	Ravi Shanker	(B)	Deendayal	
	(C)	Birju maharaj	(D)	Shiv Kumar	
B. Terms / Short Notes / Case Study / Charts / Graphs/ Tables, etc. (Each of 01 mark)					(04)
1	SITE				
2	IBC				
3	Tuning into radio				
4	DAB				
Q.2	Answer the following.				
1	What is radio? Why it is called an intimate medium?				(04)
2	Explain Adult education and community development project and University broadcasts in India.				(04)
OR					
2	How News Presenter plays a significant role in Radio bulletins? Prepare a cue sheet.				(04)
Q.3	Answer the following.				
1	Discuss the qualities and responsibilities of Radio Jockey.				(05)
2	Briefly write about History of FM Radio in India.				(05)
OR					
2	Discuss the growth of Radio during first five-year Plan.				(05)
Q.4	Answer the following.				
1	Elaborate the radio formats.				(06)
2	What do you understand by radio magazine? Explain any four types of radio magazine.				(06)
OR					
2	What do you understand by HAM? How HAM radio is useful during disaster?				(06)

*****All the Best*****