

PARUL UNIVERSITY
FACULTY OF ARTS
B.Arts winter 2018 – 19 Examination

Semester: 5
Subject Code: 15103304
Subject Name: Radio Broadcast

Date: 03/12/2018
Time: 10:30 To 1:00
Total Marks: 60

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.

Q.1 Do as directed.**(08)****A. Multiple choice type questions. (Each of 0.5 mark)****1. When was the Indian Constitution adopted?**

- (a) 1970 (b) 1950
(c) 1980 (d) 1990

2. Webcasting is also known as

- (a) Internet radio (c) Pirate radio
(b) Satellite radio (d) none of the above

3. Radio brought along

- (a) National ideas (c) modern ideas
(b) welfare ideas (d) all of the above

4. How many radio stations were operated under AIR initially?

- (a) 6 (c) 10
(b) 15 (d) 20

5. AIR in 1947 was originally controlled by

- (a) Government (c) Private owned
(b) Public owned (d) Joint venture

6. Love saga falls under which category of music?

- (a) Classicism (c) current trend
(b) Romanticism (d) homophony

7. What is the full form of SW?

- (a) Straight wave (c) Simple wave
(b) Short wave (d) None of the above

8. When Television started functioning what topics were first covered by the programs?

- (a) Entertainment (c) Education
(b) Welfare (d) Animal welfare

9. Which of the following types of radio has the maximum listenership?

- (a) National (c) regional
(b) satellite (d) Internet

10. In which year did Akashwani become AIR?

- (a) 1945 (c) 1947
(b) 1957 (d) 1999

11. Perception of sound is a study.

- (a) physical (c) psychological
(b) creative (d) commercial

12. The first radio was set up in which place?

- (a) Chennai (c) Kolkata
(b) Mumbai (d) Haryana

13. Renaissance music is based on which kinds of themes?

- (a) secular (c) romantic
(b) emotional (d) global

14. Which of the following will be a part of the production department of a radio station?

- (a) Rj (c) station head
(b) sales executive (d) logistics department

15. A nonprofit radio station is?

- (a) company limited by shares (c) company limited by guarantee
(b) community radio (d) cooperative society

16. How many Radio Stations did we have in 1990?

- (a) 146 (c) 336
(b) 200 (d) 600

B. Answer the following in short. (Each of 01 mark)

(07)

1. What is the full form of RJ and DJ?
2. Name the different types of radio.
3. Mention any two documents required for an advertisement to go on air.
4. Which kind of radio can play illegal format?
5. Which two religious books contributed to the evolution of music?
6. Who is the head of a radio station?
7. Mention one kind of classicism music.

Q.2 Answer the following.

A. Enlist and explain four types of radio.

(04)

B. What are the various types of radio advertising?

(04)

C. Draw and explain the model of a radio.

(04)

OR

C. Mention characteristics of a good copywriter.

(04)

Q.3 Answer the following.

A. Describe the history of Indian Radio.

(05)

B. Differentiate between Public and Private Radio.

(05)

C. Discuss the steps of copywriting.

(05)

OR

C. Give five tips for writing a creative radio script.

(05)

Q.4

A. Write a jingle for a product 'xyz'.

(06)

B. Describe the history of music in detail.

(06)

C. Write a radio script for 3 minutes on 'social media awareness'.

(06)

OR

C. Write a 3 minute radio script on the occasion of Friendship Day.

(06)