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Name.....

Reg. No.....

**FIFTH SEMESTER (CBCSS—UG) DEGREE EXAMINATION
NOVEMBER 2023**

Mass Communication and Journalism

JOU 5D 02—BROADCAST JOURNALISM

(2019 Admission onwards)

Time : Two Hours

Maximum : 60 Marks

Section A*Answer any number of questions each not exceeding 50 words.**Each question carries 2 marks. Ceiling of marks for Section A is 20.*

1. Guglielmo Marconi.
2. IndiaVision.
3. Ham radio.
4. TV game shows.
5. Terrestrial broadcasting.
6. Radio commercials.
7. Station director.
8. DTH.
9. TRP.
10. VJ.
11. Breaking news.
12. SITE.

Section B*Answer any number of questions not exceeding 100 words.**Each question carries 5 marks.**Ceiling of marks for Section B is 30.*

13. What is the role of Prasar Bharati ?
14. Examine the characteristics of radio as a mass medium.

Turn over

15. Who is radio jockey ? What are the qualities required of an RJ ?
16. What is viewership rating ? How reliable are these ratings ?
17. Differentiate between scripting for television and radio.
18. What is the future of DTH examine ?
19. Examine the relevance of community radio.

Section C

*Answer any **one** of the questions not exceeding 400 words.*

20. Explain the scope and challenges of radio broadcasting in the digital era.
21. Describe the characteristics of television as a mass medium. How does it score over other mass media ?

(10 × 1 = 10 marks)