



**BHARATI VIDYAPEETH'S
INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

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QUIZ – 1: BASICS OF RADIO PROGRAMMING AND PRODUCTION (BAJMC-203)

Enrollment No. and Name:

Time: 30 Minutes

Maximum Marks: 30

1. What percentage of the population is reached by radio in the study material?
 - a) 50%
 - b) 75%
 - c) 97%
 - d) 100%
2. What is the advantage of radio over other mass media mentioned in the study material?
 - a) Higher quality audio
 - b) Rich visual content
 - c) Portability and accessibility
 - d) Lower advertising costs
3. Which medium is considered an effective tool for education when followed by group discussions and Q&A sessions, according to the study material?
 - a) Television
 - b) Radio
 - c) Newspapers
 - d) Internet
4. What percentage of the national advertising budget does radio receive in India, as per the study material?
 - a) 1%
 - b) 3%
 - c) 10%
 - d) 25%
5. In terms of commercials, which feature of radio makes it less likely for listeners to tune them out compared to TV?
 - a) High production quality
 - b) Shorter commercial breaks
 - c) Remote control devices
 - d) Portability
6. What is one of the main limitations of radio mentioned in the study material?
 - a) High production costs
 - b) Lack of access to rural areas
 - c) Momentary nature
 - d) Inability to reach local audiences
7. Which aspect of radio's content was highlighted as a limitation due to its lack of visuals?
 - a) Educational programs
 - b) Entertainment shows
 - c) News broadcasts
 - d) Advertising
8. What is the term used in the study material to describe radio's ability to make listeners visualize content in their minds?
 - a) Imagination effect
 - b) Visualization power
 - c) Picture creation
 - d) Mental imagery
9. Which type of modulation is primarily used in AM radio broadcasts?
 - a) Amplitude modulation
 - b) Frequency modulation
 - c) Phase modulation
 - d) Digital modulation
10. What is the main advantage of shortwave radio signals mentioned in the study material?
 - a) Better sound quality
 - b) Longer transmission distance
 - c) Wider frequency range
 - d) Greater resistance to interference
11. Which radio technology is characterized by broadcasting over the internet?
 - a) AM
 - b) FM
 - c) Web
 - d) SW
12. Which department is responsible for conducting feedback studies on radio programs?
 - a) Programme Wing
 - b) Engineering Wing
 - c) Audience Research Wing
 - d) News Services Division
13. Which division of All India Radio broadcasts in multiple foreign languages?
 - a) Programme Wing
 - b) News Services Division
 - c) External Services Division
 - d) Central Store Office
14. Who is responsible for managing the day-to-day operations of a radio station?
 - a) Programme Director
 - b) Sales Manager
 - c) Station Manager
 - d) Chief Engineer
15. What role focuses on coordinating, scheduling, and promoting on-air programming?
 - a) Programme Director
 - b) Operations Manager
 - c) Sales Manager
 - d) Office Manager
16. Who is responsible for creating and planning the daily broadcast schedule?
 - a) Chief Engineer
 - b) Programme Director

- c) Sales Manager
 - d) On-Air Personalities
17. Which department deals with procurement, stocking, and distribution of engineering stores?
 - a) Operations Wing
 - b) Engineering Wing
 - c) Central Store Office
 - d) Administrative Wing
 18. What is the primary responsibility of the Chief Engineer in a radio station?
 - a) Managing on-air personalities
 - b) Handling technical matters
 - c) Creating the daily broadcast schedule
 - d) Sales and revenue generation
 19. What is the main function of the News Services Division in All India Radio?
 - a) Handling technical matters
 - b) Broadcasting music programs
 - c) Disseminating news and comments
 - d) Procuring and stocking engineering stores
 20. Which wing of All India Radio is responsible for research and development of equipment?
 - a) Engineering Wing
 - b) Administrative Wing
 - c) Research Department
 - d) Security Wing
 21. What is the primary purpose of community radio stations?
 - a) Generating revenue through advertising
 - b) Broadcasting international news
 - c) Empowering local communities
 - d) Providing entertainment to urban areas
 22. What is the range of frequencies typically used for shortwave radio signals?
 - a) 30 Hz - 300 Hz
 - b) 3 kHz - 30 kHz
 - c) 30 MHz - 300 MHz
 - d) 3 MHz - 30 MHz
 23. Which modulation technique varies the frequency of the carrier wave based on the information signal?
 - a) Amplitude modulation
 - b) Frequency modulation
 - c) Phase modulation
 - d) Digital modulation
 24. What is the main advantage of AM radio signals over FM radio signals?
 - a) Better sound quality
 - b) Longer transmission distance
 - c) Wider frequency range
 - d) Resistance to interference
 25. What type of radio technology relies on internet connectivity for broadcasting?
 - a) AM
 - b) FM
 - c) Web
 - d) SW
 26. Which department is responsible for conducting feedback studies on radio programs?
 - a) Programme Wing
 - b) Engineering Wing
 - c) Audience Research Wing
 - d) News Services Division
 27. What is the primary purpose of community radio stations?
 - a) Generating revenue through advertising
 - b) Broadcasting international news
 - c) Empowering local communities
 - d) Providing entertainment to urban areas
 28. What department manages the procurement and distribution of engineering stores for maintenance?
 - a) Operations Wing
 - b) Engineering Wing
 - c) Central Store Office
 - d) Administrative Wing
 29. Who manages the day-to-day operations of a radio station and enforces standards?
 - a) Programme Director
 - b) Sales Manager
 - c) Station Manager
 - d) Chief Engineer
 30. What term is used to describe the ability of radio listeners to create mental images based on auditory content?
 - a) Imagination effect
 - b) Visualization power
 - c) Picture creation
 - d) Mental imagery