

Bharati Vidyapeeth's
Institute of Computer Applications and Management (BVICAM)
A-4, Paschim Vihar, New Delhi-63
THIRD SEMESTER [BA(JMC)] Supplementary Internal Examination, June 2023

Paper Code: 207	Subject: RJNR
------------------------	----------------------

Time: 3 Hours	Maximum Marks: 75
----------------------	--------------------------

Note: Attempt FIVE questions in all. Question No. 1 is compulsory and attempt one question from each unit.

1.	Answer all the following questions briefly: -	2.5 × 10 =	
		25	
(a)	Discuss the organizational setup and functions of the News Service Division.	BTL2	CO1
(b)	Examine the evolution of news broadcasting in India, highlighting the key milestones and developments.	BTL3	CO1
(c)	Explain the difference between radio news and newspaper news in terms of their medium of delivery.	BTL2	CO1
(d)	Elaborate the qualities of a good news story.	BTL4	CO3
(e)	“Radio referred to as a sightless or blind medium” does this characteristic impact its communication?	BTL2	CO1
(f)	Define the term "linear medium" and discuss its implications for radio.	BTL3	CO3
(g)	Compare the advantages and disadvantages of different voice pitches (high and low).	BTL4	CO4
(h)	Describe the evolution of radio channels from AM to FM and its impact on the industry.	BTL2	CO4
(i)	State the purpose of the Studio-to-Transmitter Link (STL) in radio broadcasting?	BTL1	CO3
(j)	Outline the significance of news bulletins in regional languages and dialects, examining how they serve as a crucial source of information for people in small towns and villages.	BTL3	CO3

UNIT - I				
2.	(a)	Explore the different services provided by the News Service Division, including Home Service, Regional Service, External Service, and specialized services like FM Rainbow and FM Gold.	6.5	BTL4 CO1
	(b)	If you were a news reporter covering a complex story like a court trial, what strategies would you employ to make the information easily understandable for your audience?	6	BTL3 CO1
3.	(a)	Compare and contrast the organizational structures of government and private FM radio stations in India, emphasizing their objectives, functions, and management approaches.	6.5	BTL4 CO1
	(b)	Describe the role and responsibilities of the Director-General in the organizational structure of All India Radio.	6	BTL2 CO1
UNIT - II				
4.	(a)	Analyze the impact of the different news values on the selection and presentation of news in various communities and countries.	6.5	BTL3 CO2
	(b)	Discuss the importance of using simple words and short sentences in radio writing. Provide examples to illustrate your points.	6	BTL3 CO2
5.	(a)	Suppose you are tasked with writing a radio script for a program that aims to convey the beauty of an art exhibition. How would you overcome the limitation of radio being a medium dependent on hearing alone?	6.5	BTL4 CO2
	(b)	If you were to write a radio script for a mass audience, how would you ensure that the message is clear, understandable, and enjoyable for a diverse group of listeners	6	BTL6 CO2

UNIT - III

6.	(a)	Imagine you are a voice artist for a radio drama. How would you apply modulation in your voice to convey different emotions and make the performance engaging?	6.5	BTL2	CO3
	(b)	Describe the importance of accent in radio and how a voice artist might use or modify their accent based on the content they are presenting.	6	BTL3	CO3
7.	(a)	Explain the role and responsibilities of a Radio Jockey (RJ) in detail. How has the profession evolved over time?	6.5	BTL6	CO3
	(b)	Elaborate the impact of FM channels on the radio industry and how it has led to the rise of popular Radio Jockeys. Also, analyse the role of scripts in radio shows.	6	BTL5	CO3

UNIT - IV

8.	(a)	Evaluate the factors influencing sound pick-up, including microphone choice, placement, and studio acoustics.	6.5	BTL4	CO4
	(b)	Critically assess the role of the announcer booth and control room in a radio studio, emphasizing their impact on program continuity and technical operations.	6	BTL6	CO4
9.	(a)	Propose and draw a plan for setting up an efficient radio studio centre, considering the necessary equipment, acoustics, and technical requirements.	6.5	BTL5	CO4
	(b)	Discuss the use and advantage of Pre-recorded features in radio and how is it different from live programmes.	6	BTL2	CO4