Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

G:\logo and QP Template\logo 3 Feb 2018 final.tif

**End Semester Examination – Nov/Dec – 2018**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |
| **Code :** | **14VC2062** | **Duration :** | **3hrs** |
| **Sub. Name :** | **RADIO PROGRAM PRODUCTION** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Elaborate on the application of Audio Spectrum in Audio Production. | CO1 | 10 |
| b. | Compare Radio with Other Electronic Media of your Choice | CO2 | 10 |
| (OR) | | | | |
| 2. | a. | To-day FM Radio is Most Popular –Why? | CO1 | 10 |
| b. | Online Radio is liked by Younger Generation – Justify. | CO2 | 10 |
|  |  |  |  |  |
| 3. | a. | Evaluate the Radio Rating Methods of Impression and Reach. | CO1 | 10 |
| b. | Discuss various Research Methods used in Radio Productions | CO2 | 10 |
| (OR) | | | | |
| 4. | a. | Elaborate on the skills needed for Radio Scripting. | CO1 | 10 |
| b. | Discuss the various Educational Radio Program Formats | CO2 | 10 |
|  |  |  |  |  |
| 5. | a. | State the various steps used for the News Program Development in Radio Broadcasting. | CO1 | 10 |
| b. | Discuss the SkyWave Transmission in Radio Broadcasting. | CO2 | 10 |
| (OR) | | | | |
| 6. | a. | As Media Expert suggest how to Market various Radio Program. | CO1 | 10 |
| b. | Discuss the duties of an Anchor in Radio Program. | CO2 | 10 |
|  |  |  |  |  |
| 7. | a. | List the steps followed for conducting an Interview for Radio Program. | CO1 | 10 |
| b. | Write a Script for Public Service Advertising for Radio on wrong use of mobile while driving. | CO2 | 10 |
| (OR) | | | | |
| 8. | a. | Discuss the Equipments used in Radio Stations for Radio Program Production. | CO1 | 10 |
| b. | Selection of Microphones is vital for Radio Program Production –Elaborate. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. | a. | What is DAW? and how it is applied to Radio Program Productions. | CO1 | 10 |
| b. | Discuss the Audio Editing Software and Identify the best Software with Justification. | CO2 | 10 |