



K21P 0737

Reg. No. : .....

Name : .....



**II Semester M.C.J./M.A. Journalism and Mass Communication Degree  
(CBSS – Reg./Suppl. (Including Mercy Chance)/Imp.)  
Examination, April 2021  
(2016 Admission Onwards)  
MCJ2C 08 : RADIO PRODUCTION**

Time : 3 Hours

Max. Marks : 60

**Instructions :** Answer questions I and four others. All questions carry equal marks.

- I. Write short notes on **any four** of the following.
    - 1) J.C Bose
    - 2) *Radio Mirchi*
    - 3) Shortwave
    - 4) Narrowcasting
    - 5) Jingles
    - 6) BBC News.
  - II. Role of Community Radio in women empowerment.
  - III. Challenges of writing scripts for Radio.
  - IV. Scopes of Radio as a commercial medium.
  - V. The art of interviewing for Radio.
  - VI. Analyse Public service broadcasting as a tool for Public Relations.
  - VII. Trace the history of Radio in India.
  - VIII. Organisational structure of a radio station.
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