



M 19468

Reg. No. :

Name :

**Second Semester M.C.J. (Regular/Supplementary) Degree
Examination, June 2011
(2009 Admn.)**

CJ 204 : RADIO PRODUCTION

Time : 3 Hours

Max. Marks : 60

Instructions : Answer question No. 1 and four other questions. All questions carry equal marks.

I. Write short notes on **any four** of the following :

- a) Shortwave
- b) Radio-on-demand service of AIR
- c) Audience research
- d) Narrowcasting
- e) AIR's External Service Division
- f) Dr. M.V. Gopalaswamy.

(4×3=12)

- II. Critically examine the role and relevance of All India Radio as a public broadcaster. 12
- III. Survey AIR's programme composition and suggest new programme formats. 12
- IV. Examine the pros and cons of allowing FM radio stations to broadcast news and current affairs programmes. 12
- V. "Radio news writing must follow a distinct set of rules and style for the broadcast to be effective". Elucidate. 12
- VI. Explain how radio news casts differ from radio news magazines in their form, content and presentation. Cite examples. 12
- VII. Explain the various aspects of the product, the consumers and client's aims and objectives that must be kept in view while preparing a radio commercial script. 12
- VIII. Prepare an outline for a 15 programme on the Right of Children to Free and Compulsory Education Act, 2009 so as to increase awareness of the Act in rural areas of your district. 12