



M 21649

Reg. No. : .....

Name : .....

**II Semester M.C.J. Degree (Reg./Sup.) Examination, June 2012**  
**(2009 Admn. Onwards)**  
**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 **any four** of the following :
  - a) Amplitude modulation
  - b) Internet radio
  - c) AIR's digital transmission
  - d) Jingles
  - e) Prasar Bharati
  - f) Lionel Fielden.
- II. Trace the evolution of radio broadcasting in India from 1920s to the present decade.
- III. "AIR has played a key role in development areas like agriculture and health." Elucidate.
- IV. Survey the programme composition of private FM radio stations in Kerala.
- V. Explain the differences in writing news for radio and print media. Illustrate your answer with examples.
- VI. What are news magazines ? Suggest content for a 30 minute radio magazine for broadcast oncoming Sunday evening on AIR's Kannur FM.
- VII. Prepare a 30 second script for a commercial to support the launch of a new lime-soda brand called Limex. The USP of the brand is its low price as compared to other brands. The MRP of 250 ml bottle is Rs. 3 and Rs. 5 for 500 ml bottle. One litre Limex is priced at Rs. 9. The manufacturers claim that Limex is the best summer drink.
- VIII. Suggest three new programme ideas for broadcast on Yuva Vani. The ideas must be innovative with ample scope for the involvement of college students. **(5x12=60)**