

Roll No.																			
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**PRESIDENCY
UNIVERSITY**

BENGALURU

School of Media Studies

Mid-Term Examinations - Nov 2024

Semester: I

Course Code: BAJ1022

Course Name: Introduction to Radio, Podcast and TV

Program: BA(J&MC)

Date: 06-11-2024

Time: 02:00pm – 03:30pm

Max Marks: 50

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

2Qx5M=10M

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|----------|---|----------------|----------|------------|
| 1 | What is the main advancement in the history of Radio? | 2 Marks | L | C01 |
| 2 | How has podcasting developed? | 2 Marks | L | C01 |
| 3 | How television has come into existence? | 2 Marks | L | C01 |
| 4 | How to identify a target audience? | 2 Marks | L | C02 |
| 5 | What do you mean by background music? | 2 Marks | L | C02 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|-----------|------|---|-------|---|-----|
| | 6a. | How broadcasting has impacted the society? Explain in India context. | Marks | L | C01 |
| 6 | 6b. | How television has impacted the vulture of India? Explain briefly. | Marks | L | C01 |
| | 6c. | Explain how broadcasting has become an essential part of information dissemination? | Marks | L | C01 |
| OR | | | | | |
| | 7a. | How radio advanced with the technological advancement? | Marks | L | C01 |
| 7 | 7b. | Explain how television in India advances by mentioning its technological advancement. | Marks | L | C01 |
| | 7c. | Write down about technological advancement of podcasting. | Marks | L | C01 |
| | 8a. | What is a news show? | Marks | L | C02 |
| 8 | 8b. | News shows are different on different news channels? Explain how? | Marks | L | C02 |
| | 8c. | What is a talk show? Which is your favorite? | Marks | L | C02 |
| OR | | | | | |
| | 9a. | As case study mention best talk shows that you know? | Marks | L | C02 |
| 9 | 9b. | What do you understand by entertainment programe? | Marks | L | C02 |
| | 9c. | As a case study mention best two entertainment programe that you know? | Marks | L | C02 |
| | 10a. | Write down about your favorite podcasting programe? | Marks | L | C03 |
| 10 | 10b. | Write down about your favorite Radio programe? | Marks | L | C03 |
| | 10c. | Write down about your favorite television programe? | Marks | L | C03 |

OR

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|-----------|-------------|--|--------------|----------|------------|
| | 11a. | Write an introduction script for a radio, podcasting on history of radio, television or podcasting. | Marks | L | C03 |
| 11 | 11b. | Write a structure and script for an entertainment programe for radio. | Marks | L | C03 |
| | 11c. | Write a structure for news and headline for the same. | Marks | L | C03 |
| | 12a. | According to you a news anchor should have what qualities related to voice, dressing, and knowledge? | Marks | L | C04 |
| 12 | 12b. | As a podcaster what all qualities that you have learned and observed about your favorite podcaster? | Marks | L | C04 |
| | 12c. | What is your favorite entertainment show, write down the qualities of the host that you like. | Marks | L | C04 |

OR

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|-----------|-------------|---|--------------|----------|------------|
| | 13a. | What challenges have you faced while making your podcasting reel? | Marks | L | C04 |
| 13 | 13b. | What challenges have you gone through while writing a script for an entertainment programe? | Marks | L | C04 |
| | 13c. | Radio is an audio media. What challenges according to you one can face while making a radio show? | Marks | L | C04 |