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**PRESIDENCY
UNIVERSITY**

BENGALURU

School of Media Studies

Mid-Term Examinations - November 2024

Semester: V

Date: 04-11-2024

Course Code: BAJ2001

Time: 9:30am - 11:30am

Course Name: RADIO AND TV PRODUCTION

Max Marks: 50

Program: BAJMC

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 | Expand CCD and CCU. | 2 Marks | L1 | C01 |
| 2 | What is the name adopted by the National Broadcaster in 1956? | 2 Marks | L1 | C01 |
| 3 | Who is the inventor of television? | 2 Marks | L1 | C01 |
| 4 | Enlist the elements of a basic television system. | 2 Marks | L1 | C02 |
| 5 | What is the purpose of a switcher? | 2 Marks | L1 | C03 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

6 What do you mean by broadcasting? Write briefly on the evolution of various broadcasting mediums. **10 Marks** **L1** **C01**

OR

7 What are the key differences between radio news bulletins, newsreels, and documentaries? **10 Marks** **L1** **C01**

8 In the context of the rapidly evolving digital landscape, what is the future viability of radio as a medium? Analyze its potential to adapt and sustain in the face of digital media advancements. **10 Marks** **L2** **C02**

OR

9 What are the key distinctions between Electronic News Gathering (ENG) and Electronic Field Production (EFP), and how do their differing purposes, techniques, and equipment requirements shape their roles in broadcast media production? **10 Marks** **L2** **C02**

10 Craft a detailed radio script for a 3-minute news broadcast of your choosing, ensuring a coherent blend of segments such as headlines, breaking news and weather updates. Be sure to account for timing, tone, and transitions to maintain an engaging flow throughout the program. **10 Marks** **L2** **C02**

OR

11 Compare and contrast the key differences between broadcast news and print news in terms of structure and use of visuals. **10 Marks** **L2** **C02**

12 Explain the role of sound effects, music, and dialogue in creating a 'mental picture' in radio broadcasting. **10 Marks** **L2** **C02**

OR

13 Analyze the significance of a storyboard in the production process of a commercial or Public Service Announcement (PSA). **10 Marks** **L2** **C02**