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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations –JANUARY 2025** |
| **Date:** 11 – 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOMS | **Program:** BA(J&MC) | |
| **Course Code :**BAJ1022 | **Course Name :** Introduction to Radio, Podcast and TV | |
| **Semester**: I | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** | **CO5** |
| **Marks** | **24** | **24** | **26** | **26** | **0** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Answer ALL the Questions. Each question carries 2marks. 10Q x 2M=20M** | | | | |
| **1** | Define broadcasting. | **2 Marks** | **L1** | **CO1** |
| **2** | Name two technological advancements that influenced the broadcasting industry. | **2 Marks** | **L2** | **CO1** |
| **3** | List two popular genres of television programs. | **2 Marks** | **L2** | **CO2** |
| **4** | What is the target audience for talk shows? | **2 Marks** | **L1** | **CO2** |
| **5** | Mention one technique used in voice modulation for radio. | **2 Marks** | **L2** | **CO3** |
| **6** | Define audio editing. | **2 Marks** | **L1** | **CO3** |
| **7** | What is the function of a Microphone? | **2 Marks** | **L2** | **CO3** |
| **8** | Name one podcast distribution platforms. | **2 Marks** | **L1** | **CO4** |
| **9** | Define storytelling as used in podcasts. | **2 Marks** | **L2** | **CO4** |
| **10** | What is one advantage of podcasting over radio? | **2 Marks** | **L4** | **CO4** |

**Part B**

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| **Answer the Questions Total 80 Marks.** | | | | | |
| **11.** | **a.** | Design a 5-minute radio Podcast for a target audience of your choice. Outline the format, content, and target audience of the program. | **20 Marks** | **L3** | **CO2** |
| **or** | | | | | |
| **12.** | **a.** | Create a 5-minute storytelling podcast episode on a theme of your choice. Outline the key elements of your story, including the plot, characters, and setting. Describe how you would structure the podcast to maintain listener engagement (e.g., introduction, climax, and conclusion). | **20 Marks** | **L3** | **CO2** |
|  |  |  |  |  |  |
| **13.** | **a.** | Create a proposal for a podcast series aimed at promoting local culture. Discuss the format, storytelling style, and hosting approach. Explain the technical and creative elements, such as sound effects, music, and host style, that you would use to enhance the program's appeal. | **20 Marks** | **L6** | **CO3** |
| **or** | | | | | |
| **14.** | **a.** | Create a concept for a 15-minute entertainment program for radio targeting a specific audience demographic (e.g., teenagers, working professionals, or families). Outline the theme and format of the program, such as music, comedy, interviews, or game segments. | **20 Marks** | **L6** | **CO3** |

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| **15.** | **a.** | Analyze the evolution of a specific broadcasting genre (e.g., news or entertainment) over the last decade. Discuss technological advancements that influenced the genre. Examine the impact of this evolution on audience behavior and preferences. | **20 Marks** | **L4** | **CO1** |
| **Or** | | | | | |
| **16.** | **a.** | Analyze the evolution of a radio over the last decade. Discuss technological advancements that influenced the radio. Examine the impact of this evolution on audience behavior and preferences. | **20 Marks** | **L4** | **CO1** |

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| **17.** | **a.** | Imagine you are part of a production team for a new television talk show. Develop a detailed plan for the first episode, including format, script outline, and audience engagement strategies. | **20 Marks** | **L3** | **CO4** |
| **Or** | | | | | |
| **18.** | **a.** | Imagine you are tasked with designing a 15-minute radio news bulletin for a local station. Outline the structure of the bulletin, including segments such as headlines, main stories, weather, sports, and any additional elements. Specify the approximate time allocation for each segment. | **20 Marks** | **L3** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***