No. of Printed Pages—2

15 (RAD1)

[17-HDGKACRM-M1]

PGDBJ 1st Semester Exam., 2017

RADIO—I

(PGDBJ-02)

Full Marks : 80

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Answer any *five* from the following questions (each within *50* words) : 2×5=10

(a) Define talkback radio.

(b) Why is radio still considered to be the main source of news and entertainment in rural areas?

(c) Who conducted the first public demonstration of wireless telegraphy and when?

(d) What was the contribution of Marconi to the field of telegraphy?

(e) Who introduced the first transistorized radio? What were its main advantages?

(f) What factors led to the formation of Indian Broadcasting Service?

2. Answer any *three* from the following questions (each within *150* words) : 4×3=12

(a) Discuss Fielden's contribution to broadcasting in India.

(b) Write a note on the growth of radio broadcasting in Assam.

(c) What constitutes the programme content of News Service Division under AIR?

(d) What are the basic features of the policy of the Indian Government regarding FM radio?

3. Answer any *three* from the following questions (each within *250* words) : 6×3=18

(a) How does audio media differ from that of audio-visual media? Explain with the help of examples.

(b) List and write briefly about the main objectives of AIR.

(c) Explain the term 'narrowcasting'. How does it differ from broadcasting?

(d) What is the role played by AIR as a public service broadcaster?

4. Answer any *four* from the following questions (each within *500* words) : 10×4=40

(a) "Radio has proved its worth both as an informational channel and as a catalyst for socio-economic development." Discuss.

(b) Explain the term 'community radio'. Discuss the structure and aim of a community radio station.

(c) Analyze the growth and development of educational radio in India.

(d) Describe the organizational structure of AIR with the help of a diagram.

(e) How have the recent trends in radio broadcasting changed the way information is disseminated? Explain with the help of examples.

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