(d) What are the policy guidelines in the context of operating an FM channel in India ?

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

(a) What are the basic differences between radio and television ?

(b) How has radio proved its worth and utility both as an informational channel and a catalyst for socio-economic development?

(c) Write a short note on IGNOU-AIR Interactive Radio Counselling.

(d) What is narrowcasting ? How does it differ from broadcasting ?

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

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

(b) Describe the growth and development of educational radio in India.

(c) How have the development oriented programmes of AIR been able to initiate the process of development at the rural level ?

(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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