No. of Printed Pages—2

15 (RAD1)

[18-HRGPKAC-M1S]

PGDBJ 1st Semester Exam., 2018

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) Write the meaning of talk back radio.

(b) Why is radio called a lean back medium?

(c) What was the contribution of Marconi to the field of radio broadcasting?

(d) Who invented the FM radio? What is the basic advantage of FM over AM?

(e) What is the advantage of a 'radio locator' system?

(f) Mention any two objectives of All India Radio.

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

(a) "Lionel Fielden has contributed immensely to the field of broadcasting in India." Discuss briefly.

(b) What are the sources of radio news?

(c) What is the purpose for setting up the External Services Division of AIR?

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

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

(a) How can radio be used both as an informational channel and as a catalyst for socio-economic development?

(b) Discuss the services of All India Radio in Assam.

(c) Trace the early years of the growth of radio broadcasting in India.

(d) What are the basic features of the policy of the Indian Government as far as FM radio is concerned?

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

(a) Do you think the reach and impact of audio-visual medium is more in comparison to audio medium? Give reasons in support of your answer.

(b) Discuss the major technological advancements that took place in different phases leading to the development of commercial radio broadcasting in the World.

(c) Discuss the structure and objectives of a community radio station. Give examples of some of the important CR stations of India.

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

(e) Describe the organisational structure of AIR with the help of a diagram.

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