No. of Printed Pages—2

15/15N (RAD1)

[21 HRKP1S(O/N)-22A]

PGDBJ 1st Semester Exam., 2021 (W)

MASS COMMUNICATION

(Radio—I)

[PGDBJ 02]

Full Marks : 70/80

Time : 3 hours

The figures in the margin indicate full marks for the questions

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

   (a) What is the basic feature of a talkback radio?

   (b) State any two differences between audio media and audio-visual media.

   (c) Why is radio known as a blind medium?

   (d) Why did Marconi receive the British patent 12039?

   (e) What is the main role of the International Telecommunication Union?

   (f) What is the function of radio-locator?

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

   (a) Write a short note on Lionel Fielden's contribution to broadcasting in India.

   (b) What are the main objectives of AIR?

   (c) How does AIR provide support to the socio-economic development of India?

   (d) How are the parliamentary proceedings covered by AIR?

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

(a) What are the different news based programmes of AIR?

(b) What are the basic functions of the External Services Division of AIR?

(c) Why was FM chosen as the modulation standard for high frequency rather than AM?

(d) Which organizations are eligible to apply for community radio licences?

Learners admitted in 2020 and 2021 batch need to answer only 3 sub-questions of Q. No. 4. All other learners will have to answer 4 sub-questions of Q. No. 4

4. Answer any *four* from the following questions (each in around *500* words) : $\frac{10\times3=30}{10\times4=40}$

(a) Outline some of the important milestones of AIR post-independence.

(b) What do you mean by educational radio? Analyze the growth of educational radio in India.

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

(d) What is the purpose served by community radio stations in India post COVID-19 pandemic?

(e) Describe the organisational set-up of a radio station with special reference to AIR.

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