



BRAINWARE UNIVERSITY

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Term End Examination 2024-2025

Programme – M.Sc.(MSJ)-2022/M.Sc.(MSJ)-2023

Course Name – Radio News and Programme Production

Course Code - MMSJ305BM

(Semester III)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Predict who identified radio waves.
 - a) Heinrich Hertz
 - b) Heineken Hertz
 - c) Harold Hertz
 - d) Henry Hertz
- (ii) Predict who coined the term 'podcast'.
 - a) Tim Cook
 - b) Steve Jobs
 - c) Agnijit Sen
 - d) Ben Hammersly
- (iii) Write the full form of DAB.
 - a) Digital Analog Broadcasting
 - b) Digital Amplitude Bounds
 - c) Digital Audio Broadcasting
 - d) None of these
- (iv) Predict the important point while conducting an interview.
 - a) Do not ever rude to your guest
 - b) Do not lose focus
 - c) Do not ask repeated questions
 - d) All are important
- (v) Predict the components of Docudrama.
 - a) Characters
 - b) Plot
 - c) Theme
 - d) All of these
- (vi) Choose why acoustic treatment is important for a studio.
 - a) To stop outside voices in the recordings
 - b) If you hear a lot of leakage in mic signals
 - c) If there is too much room reverberation
 - d) All these reasons are applicable
- (vii) Choose who invented the technique of FM.
 - a) Edwin Amstrong
 - b) Marconi
 - c) Heinrich Hertz
 - d) None of them
- (viii) Construct the role of a music manager in a radio station.
 - a) To select music for station
 - b) To maintain the music policy
 - c) Keep a tab on music billing
 - d) All of these
- (ix) Select which equipment will you select to record an interview.
 - a) Lavelier Microphone
 - b) Condenser Microphone

- c) Dynamic Microphone d) None of these
- (x) Select why radio newsroom is an important place in an All India Radio news division.
- a) News is organised b) News is edited
- c) News is written d) All of these
- (xi) Choose the year in which 'Prasar Bharati' was formed.
- a) 1998 b) 1980
- c) 1990 d) 1989
- (xii) Vividh Bharati is a FM channel and it is run by _____. Classify.
- a) Times of India b) All India Radio
- c) Prasar Bharati d) Ananda Bazar Patrika
- (xiii) Develop a strategy for using break bumpers effectively in a show.
- a) Frequent use b) Strategic placement
- c) Rare use d) Irregular intervals
- (xiv) Organize content integrations that align with the station's policy.
- a) Relevant and seamless b) Random and intrusive
- c) Occasional and irrelevant d) Rare and unplanned
- (xv) Identify the elements that make an effective show promo.
- a) Clear message, strong branding b) Confusing message
- c) Irrelevant content d) Generic branding

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Group-B

(Short Answer Type Questions)

3 x 5=15

2. Organize a workflow for show producers to ensure efficient show production. (3)
3. Identify the main functions of an RJ. (3)
4. Write about any two qualities required for a radio news presenter. (3)
5. List the key components of a successful radio contest. (3)
6. Evaluate the importance of communication skills in engaging an audience. (3)

OR

- Assess the impact of a well-prepared show on listener engagement. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Develop a detailed strategy for using teasers and show promos in a radio station's programming. How would you ensure these elements are effectively integrated to boost listener engagement and promote upcoming shows? (5)
8. Develop a comprehensive plan for a radio show, considering the various elements that need to be prepared. (5)
9. Support the role of producers in maintaining the quality of radio programming. (5)
10. Write the functions of TSL building techniques in increasing a radio station's listener retention. (5)
11. Analyze the use of RAM data on programming effectiveness. (5)
12. Improve a radio station's imaging by incorporating teasers, show promos, and break bumpers. What are the benefits of each, and how should they be used? (5)

OR

- Create a list of best practices for writing effective radio promos. What should be considered to ensure they capture the audience's attention? (5)
