



BRAINWARE UNIVERSITY

Term End Examination 2020 - 21

Programme – Master of Arts in Journalism, Mass Communication & Media Science

Course Name – Radio News and Programme Production

Course Code - MJMC305BM

Semester / Year - Semester III

Time allotted : 75 Minutes

Full Marks : 60

[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 60=60

1. (Answer any Sixty)

(i) Identify the radio legend.

- | | |
|---------------------|----------------------------|
| a) Amitabh Bachchan | b) Birendra Krishna Bhadra |
| c) Sunil Dutt | d) Pt. Ravi Shankar |

(ii) Birendra Krishna Bhadra is popularly known for the radio show named-

- | | |
|-------------------------|---------------------------|
| a) Mahishashura Mardini | b) Mahishashura Vinashini |
| c) Durge Durgatinashini | d) None of these |

(iii) Radio is (find out the odd answer)

- | | |
|------------------------|---------------------------|
| a) an electronic media | b) a blind media |
| c) a fascinating media | d) an audio visual medium |

(iv) 'Fascinating medium' means,

- | | |
|---------------------|----------------------|
| a) It's interesting | b) It's entertaining |
| c) It's fashionable | d) None of these |

(v) Who is known as the inventor of radio?

- | | |
|----------------------|-------------------------|
| a) Guglielmo Marconi | b) Jagdish Chandra Bose |
| c) Hertz | d) None of them |

(vi) 'Radio makes picture' means...

- a) Listener visualize what he hears
- b) Radio is a medium of painting
- c) One can click picture while listening to radio
- d) All are correct

(vii) Radio is a mobile medium, means...

- a) mobile set has inbuilt radio system
- b) radio can accompany anywhere
- c) radio become a handy device like mobile
- d) none of these

(viii) Identify the advantage of radio

- a) Huge reach
- b) Portable media
- c) Affordable
- d) all of these

(ix) Radio can create visual imagery, means

- a) You can actually see what you hear
- b) You can imagine & draw your own picture in your mind what you hear
- c) You cannot see what you hear
- d) Neither you can see nor hear

(x) Who was the first British radio sports reporter of BBC?

- a) Edgar Wallace
- b) Sir John Reith
- c) Teddy Wakelam
- d) Christopher Stone

(xi) When BBC started Hindi news service?

- a) 14742
- b) 14743
- c) 14752
- d) 14753

(xii) Who made the first ever broadcast on India?

- a) Radio club, Madras
- b) Radio club, Calcutta
- c) Radio club, Bombay
- d) None of these

(xiii) In which year the programme 'Mann Ki Baat' started?

- a) 2013
- b) 2014
- c) 2015
- d) 2016

(xiv) Designation wise who is the most powerful person in a newsroom?

- a) Bulletin editor
- b) Senior journalist
- c) Sound engineer
- d) Editor-in-charge

(xv) Short summaries of news followed by its brief, is

- a) Headlines
- b) Bulletin
- c) Audio Clips
- d) Newscast

(xvi) Daily scheduled Brief News Show of the station is known as

- a) Headlines
- b) Bulletin
- c) Audio Clips
- d) Newscast

(xvii) Copy only in radio is

- a) when the newsreader reading the news script only
- b) Instead of a news-reader reading a quote out, an audio clip of the original quote is often played
- c) It is a form of Recorded news report containing presenter's voice only
- d) None of these

(xviii) An interview conducted by a presenter in the studio with a correspondent in the field- is known as

- a) Two way
- b) Wraps
- c) Live cross
- d) Voicers

(xix) Out of the following which comes first in a radio bulletin?

- a) Breaking news
- b) Important news
- c) Headlines
- d) Sports news

(xx) In a radio bulletin 'wrap' comes at _____ of the bulletin structure.

- a) Beginning
- b) Middle
- c) End
- d) Anywhere

(xxi) Write radio news with visual imagery, means

- a) Write in conversational language
- b) Write in such a way so that listeners can see what they hear
- c) Maintain SVO and write news
- d) All of these

(xxii) 'Presence of mind', is an important quality of a news anchor, it means

- a) The anchor should have the ability to remain calm and take quick, sensible action
- b) The anchor should have the quality to work in a suitable environment
- c) The anchor should remember all the news stories and speak it loud in front of mic
- d) None of these

(xxiii) What is wrap?

- a) It is a form of Recorded news report containing presenter's voice only
- b) Recorded report, an anchor's voice at the beginning and end of the story, rest elements will be added in between
- c) An interview conducted by a presenter in the studio with a correspondent in the field
- d) All of these

(xxiv) Radio writing is 'writing for ear', means

- a) It is written in simple language
- b) One sentence should carry one idea
- c) Language should be conversational
- d) All of these

(xxv) What is the full form of 'KISS' in radio writing?

- a) keep it short and simple
- b) keep it short and straight
- c) keep it slick and simple
- d) keep it sober and short

(xxvi) To write a radio PSA what would be your first step?

- a) Research on topic
- b) Keep it simple
- c) Be authentic about information
- d) Choose a topic

(xxvii) Sort them according to their designation (senior to junior) inside the newsroom- i) senior radio journalist, ii) News agencies, iii) Editor-in-charge, iv) Bulletin editor.

- a) iii, iv, i, ii
- b) i, ii, iv, iii
- c) ii, iv, iii, i
- d) iii, i, iv, ii

(xxviii) What is the 'key' of an interview?

- a) Interviewer
- b) Interviewee
- c) Questions
- d) Context

(xxix) If you plan an interview, structure wise what would be your first step?

- a) Question & answer
- b) Introduction of the interviewee and topic
- c) Standard opening
- d) Wrap up

(xxx) A 'personal interview' can also be a _____ interview.

- a) Explanatory
- b) Analytical
- c) Emotional
- d) All of these

(xxxi) To finding facts and to establish it when a specialist is being interviewed for a purpose is known as _____ interview.

- a) Analytical
- b) Explanatory
- c) Personal
- d) Analytical

(xxxii) While writing a radio script one must not include _____ in it.

- a) Authentic information
- b) Own opinion
- c) Words which makes picture
- d) Energy

(xxxiii) Which is the most common microphone used for an on stage musical

show?

- a) Dynamic microphone
- b) Condenser microphone
- c) Carbon microphone
- d) Ribbon microphone

(xxxiv) Why the 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

(xxxv) Who invented the technique of FM?

- a) Edwin Amstrong
- b) Marconi
- c) Heinrich Hertz
- d) None of them

(xxxvi) Name the 1st Pvt.FM Station in India.

- a) Radio City
- b) Radio Mirchi
- c) AIR gold
- d) AIR Rainbow

(xxxvii) 4 pvt FM launched in Kolkata on May 2, 2003 and they are...

- a) Radio Mirchi, Amar FM, Power FM & Red FM
- b) Radio City, Big FM, Power FM & Red FM
- c) Friends FM, Radio city, Power FM & Red FM
- d) Radio Mirchi, Amar FM, Radio One & Red FM

(xxxviii) What is the advantage of radio advertising?

- a) Wider coverage
- b) Literacy is not mandatory
- c) Local audience reach
- d) All of these

(xxxix) As per the new Guidelines of 2006 who can own a Community Radio?

- a) An educational institution
- b) NGO
- c) An agricultural institutions
- d) All of these

(xl) When the Supreme Court of India does gave its judgment that 'airwaves

are public property’?

- a) 34700
- b) 34731
- c) 35125
- d) 35065

(xli) ‘Sunday Suspense’ is a popular radio show of which FM?

- a) Red FM
- b) Radio One
- c) Ishq FM
- d) Radio Mirchi

(xlii) What is the full form of PPL?

- a) Phonographic Performance Limited
- b) Public Performance Limited
- c) People Phonographic Limited
- d) None of these

(xliii) A programme clock contains _____ in it.

- a) Jock talk
- b) Songs
- c) Commercials
- d) All of these

(xliv) What is the full form of GOPA?

- a) Grant of people agreement
- b) Giving of permission agreement
- c) Grant of permission agreement
- d) None of these

(xlv) Kolkata’s famous RJ Praveen is belongs to

- a) Radio Mirchi
- b) Red FM
- c) Radio One
- d) Ishq FM

(xlvi) The full form of RAM is

- a) Radio Audience Measurement
- b) Radio Audio Making
- c) Rural Audience Measure
- d) Rapid Audio Making

(xlvii) What is FCT stands for?

- a) Free commercial time
- b) Full commercial time

- c) Full commercial time
d) None of these

(xlvi) What is a programme promo?

- a) An advertisement of the programme
b) Gives clue about the programme
c) Talks about the nature of the programme
d) All of these

(xlix) As per the numbers, what is the last FM frequency present in Kolkata?

- a) Radio Mirchi
b) Fever
c) Ishq FM
d) Friends FM

(l) Which is the 'retro station' of Kolkata?

- a) Big FM
b) Red FM
c) Radio One
d) Amar FM

(li) Identify 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

(lii) What would be the 1st step to prepare a radio show?

- a) Research the topic
b) Select the topic
c) Write script
d) Interview

(liii) Conversational language in radio means, it is

- a) Colloquial
b) Easy language
c) Day to day language
d) All of these

(liv) A wrap up _____ the story.

- a) Starts
b) Completes
c) Interrupts
d) None of these

(lv) During live news an anchor in the studio will begin the story, then handover to a correspondent in another location to continue- it is known as

- a) Live cross
- b) Two way
- c) Voicers
- d) Wraps

(lvi) The daily scheduled brief news show of the station is known as

- a) Bulletin
- b) Newscast
- c) Copy only
- d) Voicers

(lvii) Identify the FM station run by AIR.

- a) Radio Mirchi
- b) Rainbow
- c) Akashvani
- d) Radio City

(lviii) A copy writer in radio basically writes

- a) Scripts for programme
- b) Scripts for commercial
- c) Scripts for promo
- d) Scripts for jingle

(lix) How many commercial FM stations are available in Kolkata?

- a) 5
- b) 6
- c) 7
- d) 8

(lx) Arrange the stations in ascending order as per their frequency. i) Radio Mirchi, ii) Red FM, iii) Big FM, iv) Radio One.

- a) i, ii, iv, ii
- b) iii, ii, iv, i
- c) iv, i, ii, iii
- d) ii, iv, i, iii