17983

BRAINWARE UNIVERSITY

LIBRARY
Brainware University
Barasat, Kolkata -700125

Term End Examination 2025-2026
Programme – B.Sc.(MSJ)-Hons-2024
Course Name – Broadcast Journalism
Course Code - BMJ30104
(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) In which year did India start experimental television broadcasts?

a) 1959 b) 1965
c) 1976 d) 1982

(ii) SITE project was launched in collaboration with which international organization?

a) BBC b) UNESCO
c) NASA d) WHO

(iii) What is the full form of SITE?

a) Satellite India Television Experiment b) Satellite Instructional Television Experiment
c) Satellite Interactive Television Experiment d) State Instructional Television Experiment

(iv) What year did Doordarshan begin colour transmission in India?

a) 1976 b) 1980
c) 1982 d) 1984

(v) Which private channel was the first Hindi satellite TV channel in India?

a) NDTV b) Zee TV
c) Star Plus d) Aaj Tak

(vi) Illustrate how television bridges the digital divide in rural India.

a) By distributing newspapers b) By offering live telecasts in urban areas
c) Through satellite/DTH access d) By restricting content to urban viewers

(vii) Distinguish between wartime TV news and regular political reporting.

a) Wartime news uses only print b) Wartime news covers daily sports events
c) Wartime news includes live battlefield visuals d) Wartime news excludes audio elements

(viii) Explain why television is considered emotionally engaging.

a) It uses radio waves only b) It has silent images
c) It combines visuals, voice, and sound d) It ignores context

(ix) Demonstrate how regional TV channels contribute to inclusiveness.

a) Air English-only content
b) Use national anchors
c) Ignore rural concerns
d) Broadcast in local languages

(x) Define a television news package.

a) Live studio discussion
b) Pre-recorded, edited visual news story
c) On-the-spot interview only
d) Purely textual report

(xi) Define "Public Service Broadcasting."

a) Private ads
b) Revenue generation
c) Broadcasting for public welfare
d) International broadcasting

(xii) Describe what a sound effect (SFX) contributes to a program.

a) It confuses listeners
b) It adds authenticity and atmosphere
c) It increases volume
d) It replaces the script

(xiii) Classify elements in a basic radio script format.

a) Date, Font, Alignment
b) Video, Graphics, Charts
c) Cue, Dialogue, SFX, Music
d) Paper, Ink, Print

(xiv) Interpret the role of pacing in radio delivery.

a) Makes voice more robotic
b) Helps build suspense and maintain interest
c) Speeds up the show
d) Makes it monotonous

(xv) Classify the types of radio program endings.

a) Abrupt, rhythmic, academic
b) Summary, fade-out, call-to-action
c) Comedy, horror, drama
d) Short, long, medium

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Summarize the role of Doordarshan in early Indian broadcasting. (3)
3. Illustrate the qualities of a good radio newsreader. (3)
4. Describe the concept of 24x7 news channels. (3)
5. Explain the difference between live and recorded radio broadcasts. (3)
6. Distinguish between vox pop and expert interviews. (3)

OR

Examine the importance of the P2C element in news storytelling. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Compare the roles of a news anchor and a radio jockey. (5)
8. Differentiate between public and private television and radio broadcasting. (5)
9. Describe the elements of a television news package. (5)
10. Explain the purpose of a public service announcement in radio. (5)
11. Discuss the role of community radio in India. (5)
12. Design a television news segment on a civic issue affecting your city. (5)

OR

Compose a reporter's script for a breaking news story on a flood disaster. (5)

****

LIBRARY
Brainware University
Barasat, Kolkata -700125