



# BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – B.Sc.(MSJ)-Hons-2020/B.Sc.(MSJ)-Hons-2021

Course Name – Introduction to Radio and Television

Course Code - BMSJC301

( Semester III )

**LIBRARY**  
**Brainware University**  
**Barasat, Kolkata -700125**

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) Example of Non-Fiction Programme
- |               |                 |
|---------------|-----------------|
| a) Web series | b) Documentary  |
| c) Sitcom     | d) All of these |
- (ii) When reporters are given directions by editors to cover a particular event, that is known as
- |                 |                  |
|-----------------|------------------|
| a) Assignment   | b) Project       |
| c) Field report | d) None of these |
- (iii) State the Example of the public service announcement is-
- |                         |                  |
|-------------------------|------------------|
| a) I stand up to cancer | b) Stay tuned    |
| c) Good morning         | d) None of these |
- (iv) State the Example of the public service announcement
- |                         |                  |
|-------------------------|------------------|
| a) I stand up to cancer | b) Stay tuned    |
| c) Good morning         | d) None of these |
- (v) Short summaries of news followed by its brief description, is known as-
- |                        |                        |
|------------------------|------------------------|
| a) Radio news bulletin | b) Radio news headline |
| c) Both of the above   | d) None of the above   |
- (vi) Full form of FPC
- |                          |                           |
|--------------------------|---------------------------|
| a) Fixed Point Chart     | b) Full Programme Charter |
| c) Full Programme Centre | d) Full Programme Chain   |
- (vii) BBC News is an \_\_\_\_\_ of the British Broadcasting Corporation
- |  |                      |
|--|----------------------|
| a) Operational business division           | b) Business centre   |
| c) Operational and media business division | d) None of the above |
- (viii) Identify the media which has a wide reach in India
- |             |               |
|-------------|---------------|
| a) Radio    | b) Television |
| c) Internet | d) Print      |

- (ix) The concept of community radio can be evaluated as
- a) Narrowcasting  
b) Broadcasting  
c) Podcasting  
d) None of the above
- (x) Justify the below statements. Statement I: Radio is a cost effective mass medium .  
Statement-II: Radio helps audience to understand message in an easy way
- a) Statement I and II both are correct  
b) Only Statement I is correct  
c) Only Statement II is correct  
d) Both statements are incorrect
- (xi) Formulate the strategy to increase audience awareness regarding Covid-19 vaccine through radio broadcasting
- a) Public service announcements for audience  
b) Radio interview with medical practitioners  
c) Both of the above  
d) None of the above
- (xii) Formulate the strategy to promote women empowerment in rural areas
- a) Set-up community radio station  
b) Broadcast radio drama and radio talk in FM radio channel  
c) Public service announcement in All India Radio  
d) None of the above
- (xiii) SITE stands for \_\_\_\_\_.
- a) Satellite Informational Television Expansion  
b) Satellite Informational Television Extension  
c) Satellite Instructional Television Experiment  
d) None of these.
- (xiv) PSB stands for \_\_\_\_\_
- a) Private Service Broadcasting  
b) Public Service Broadcasting  
c) Public Sector Broadcasting  
d) Public Service Broadcasters
- (xv) TRAI stands for
- a) Television Regulatory Authority of India  
b) Television Regulatory Autocratic of India  
c) Television Regular Authority of India  
d) None of these

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write a short note on 'Sound Bite'. (3)
  3. Briefly explain the potentials and limitations of television. (3)
  4. Elaborate the elements of news story structure. (3)
  5. Nowadays Online Journalism is a boon and bane to television Business'. Elaborate the statement. (3)
  6. Prepare 6 radio interview questions for a musician (3)
- OR**
- Explain how Television differ from other media like print, radio and film. (3)

### Group-C

(Long Answer Type Questions)

5 x 6=30

7. What are the essential qualities of a successful television journalist? (5)
8. Television Interview gives us new experience. Do you agree? Briefly discuss important aspects of television interview. (5)
9. What are the functions of a News Producer in television? (5)
10. "What are the basic differences among radio news copy, television news copy and newspaper report?" (5)
11. "What do you think about an ideal talk show? Considering the popular talk shows on television write your answer." (5)
12. There are three shots which form the basis of all camera work- What are those shots? Explain those shots with examples. What is the piece to camera? (5)

OR

Briefly discuss the broadcast script format.

(5)

\*\*\*\*\*

LIBRARY  
Brainware University  
Barasat, Kolkata -700125

Digitized by Srujanika  
Digitized by Srujanika