



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.A.(Eng)-Hons-2023

Course Name – News Anchoring and Broadcasting

Course Code - BEN20001

(Semester II)

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) Name the vocal technique that refers to the relative highness or lowness of a sound.
 - a) Intonation
 - b) Pitch
 - c) Tone
 - d) Pace
- (ii) Name the vocal technique that primarily focuses on the speed at which words are spoken.
 - a) Intonation
 - b) Pitch
 - c) Tone
 - d) Pace
- (iii) Identify from the list, which of these strategies can help journalists overcome camera shyness?
 - a) Memorizing every word of the script to avoid mistakes
 - b) Visualizing a successful on-camera performance beforehand
 - c) Avoiding preparation to appear more spontaneous
 - d) Focusing solely on technical aspects like camera angles and lighting
- (iv) Identify the aspect which is crucial for clear pronunciation in speech.
 - a) Speaking at a fast pace
 - b) Pronouncing every word with exaggerated emphasis
 - c) Modulating voice tone frequently
 - d) Articulating consonants and vowels accurately
- (v) Which of the following is not considered a form of nonverbal communication?
 - a) Facial expressions
 - b) Hand gestures
 - c) Written words
 - d) Posture
- (vi) Select the first television channel that was broadcasted in India.
 - a) Doordarshan
 - b) Star TV
 - c) Zee TV
 - d) DD News
- (vii) Select the first Indian soap opera aired on Indian television.
 - a) Hum Log
 - b) Ramayan

- c) Buniyaad
 (viii) Select the year when SITE was launched in India.
 a) 1975
 c) 1959
 (ix) Choose the meaning of viewers in broadcast journalism.
 a) Viewers are people who avoid watching television or a particular program on television.
 c) Viewers are people who watch television or who are watching a particular program on television.
 (x) Identify the full form of FM used in Radio.
 a) Frequency Modulation
 c) Frequency Modular
 (xi) Choose the presentation techniques used for Television.
 a) Knowledge of different fields
 c) Command over Language
 (xii) Identify the challenges faced by news anchors on a regular basis.
 a) Learn to maintain composure under crisis
 c) Long work hours
 (xiii) Identify the steps required recording news stories on camera.
 a) Monitor Audio
 c) Interviewing subjects on camera
 (xiv) Select the meaning of paid news in mass media.
 a) Any news or analysis appearing in any media for a price in cash or kind as consideration
 c) Paid News is marketing tool of news publishing
 (xv) Choose steps required for conducting interviews as a journalist.
 a) Research the topic ahead of time
 c) Conclude your interview on time
- d) Mahabharat
 b) 1999
 d) 1965
 b) Viewers are people who comment on TV program regularly.
 d) Viewers are people who work to create program on television.
 b) Frequency Modulator
 d) Frequency Module
 b) Ability of Multitasking
 d) All of the above
 b) Last minute changes
 d) All of the above
 b) Stabilise Tripod and make camera steady
 d) All of the above
 b) Paid News is done free of cost for circulation of news
 d) Paid News is subscription based news publishing
 b) Determine your interview questions
 d) All of the above

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write 6 presentation techniques for radio. (3)
3. Write the key elements to consider when filming a successful P2C. (3)
4. Explain any 3 key components of vocal tone. (3)
5. What do you understand by reporting impartiality? Illustrate. (3)
6. Analyze the impact of social media on broadcast journalism. (3)

OR

- Analyze the importance of impartiality in news reporting. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Classify the meaning of diction and pronunciation? (5)
8. Identify the importance of community radio? (5)
9. Identify about various challenges in news anchoring? (5)
10. Analyze the importance and role of Video Jockey? (5)
11. Explain the limitation of radio in details? (5)

12. Examine the ethical consideration in news reporting?

(5)

OR

Plan how reporters can avoid conflict of interest?

(5)
