



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

BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.A.(Eng)-Hons-2023/B.A.(Eng)-Hons-2024/B.A.(Eng)-Hons-2025

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) Interpret when someone maintains eye contact during a conversation.

a) Disinterest	b) Deception
c) Engagement and attentiveness	d) Aggression
- (ii) Explain kinesics in nonverbal communication.

a) Hand gestures and body movements	b) Eye contact
c) Proximity	d) Use of personal space
- (iii) Interpret the correct meaning of "haptics" in nonverbal communication.

a) Eye contact	b) Facial expressions
c) Vocal intonations	d) Touch
- (iv) Interpret the role of paralinguistic in nonverbal communication.

a) Use of personal space	b) Posture
c) Eye movements	d) Vocal cues such as tone, pitch, and volume
- (v) Interpret the meaning of 'proxemics' in nonverbal communication.

a) The use of personal space	b) Vocal cues
c) Hand gestures	d) Eye contact
- (vi) Identify the informative function of nonverbal communication.

a) Demonstrating dominance	b) Showing emotions and feelings
c) Exhibiting physical strength	d) Giving factual information
- (vii) Select the advantages of community radio.

a) Diverse Voices	b) Local News and Information
c) Educational and Informative	d) All of the above
- (viii) Identify the importance of sound and effect on radio.

a) Engagement	b) Emotional Impact
c) Identification	d) All of the above
- (ix) Select the importance of television.

- a) Wide Reach
c) Real-time information
- b) Diverse Content
d) All of the above
- (x) Identify the importance of television and its impact on society.
- a) Information Dissemination
c) Commercialization
- b) Cultural Exchange
d) All of the above
- (xi) Choose the importance of Television Rating Point.
- a) Crucial metric in TV measuring the popularity and viewership of TV programs
c) This data forms the basis for understanding audience preferences.
- b) TRP data significantly influences programming decisions, advertising rates.
d) All of the above
- (xii) Identify the importance of broadcast journalism ethics.
- a) Respecting people's privacy
c) Giving those criticised a right of reply
- b) Protecting public health and safety
d) All of the above
- (xiii) Choose from list of what public interest includes in list.
- a) Detecting or exposing crime or serious impropriety
c) Preventing the public from being misled by an action or statement
- b) Protecting public health and safety
d) All of the above
- (xiv) Choose the most effective technique for conducting a live interview.
- a) Ask open-ended questions and actively listen.
c) Avoid any prior research.
- b) Interrupt the interviewee frequently.
d) Focus only on your personal opinions.
- (xv) Construct a compelling introduction for a radio news segment.
- a) Start with a strong hook and essential facts.
c) Delay the main point until the end.
- b) Begin with unnecessary details.
d) Use vague and unclear statements.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Illustrate the importance of "knowing the target audience" before creating content for radio. (3)
3. Illustrate the importance of research in preparing for an interview (3)
4. Discuss six ethical considerations in news reporting. (3)
5. Explain the significance of P2C (Piece to Camera) in news reporting and its impact on audience engagement. (3)
6. Explain the steps of program packaging for television. (3)

OR

- Differentiate between the roles of an RJ and VI. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Suppose a journalist faces a conflict of interest while covering a story. What steps should they take to handle the situation ethically? (5)
8. Infer the impact of social media on broadcast journalism ethics and discuss the challenges it presents. (5)
9. Apply the role of radio and television as powerful communication mediums in the digital age. (5)
10. Build an effective content strategy for writing news scripts for radio and television. (5)
11. Show the importance of Radio Jingles? (5)
12. Discuss social media and digital journalism ethics. (5)

OR

- Identify about recording news stories on-camera? (5)

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