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**BRAINWARE UNIVERSITY**

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

Term End Examination 2025-2026
Programme – M.Sc.(MSJ)-2025
Course Name – Broadcast Journalism
Course Code - MSJ27502 (T)
(Semester II)

Full Marks : 40**Time : 2:0 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 10=10

1. *Choose the correct alternative from the following :*

(i) What is the full form of SITE?

- a) Satellite India Television Experiment
- c) Satellite Interactive Television Experiment

- b) Satellite Instructional Television Experiment
- d) State Instructional Television Experiment

(ii) What is the full form of DTH?

- a) Direct to Hub
- c) Dish to House

- b) Direct to Home
- d) Dish to Hub

(iii) Select one of the purposes of the SITE project?

- a) Launch entertainment programs
- c) Promote family planning and agriculture

- b) Improve cable infrastructure
- d) Broadcast live cricket

(iv) Predict the full form of IPTV.

- a) Internal Private Television
- c) International Public Television

- b) Internet Protocol Television
- d) Interactive Private TV

(v) Which of the following is NOT a DTH provider in India?

- a) Tata Sky
- c) JioTV

- b) Sun Direct
- d) Airtel Digital TV

(vi) What does OTT stand for?

- a) On Time Television
- c) Open Telecast Technology

- b) Over the Top
- d) Online Television Transmission

(vii) How does DTH differ from cable?

- a) Needs wired setup
- c) Uses satellite signals directly

- b) Uses public network
- d) Is only for metro cities

(viii) Identify what is often incentivized by intense competition for TRPs in television news.

- a) Factual reporting
- c) In-depth analysis

- b) Sensationalism
- d) Balanced views

(ix) Predict the consequence of a radio newsroom failing to archive field dispatches during a major historical event.

- a) Better future news
- b) Loss of record
- c) Faster editing
- d) Lower signal
- (x) Choose the most effective way to integrate AI to improve the accessibility of radio news for the hearing impaired.
- a) Louder volume
- b) Speech-to-text apps
- c) Faster scripts
- d) Higher pitch

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Build how a specific camera shot like the Close Up is applied to convey the emotional intensity of a news subject. (3)
- 3. Develop how a Piece to Camera (PTC) is applied to build the reporter's authority and presence in a live news format. (3)
- 4. Compare VO (Voice Over) with P2C in terms of narrative function. (3)
- 5. Interpret the role of regional AIR services in language diversity. (3)
- 6. Compose how the application of AI in TV journalism is designed to construct a more efficient and personalized news experience. (3)

OR

Discuss how the visual grammar of camera shots and movements is designed to construct a compelling narrative in a news bulletin. (3)

Group-C

(Long Answer Type Questions)

5 x 3=15

- 7. Judge the relevance of community radio in the digital age. (5)
- 8. Compare breaking news coverage in radio and television. (5)
- 9. Examine why did the Chanda Committee suggest the administrative separation of Akashvani and Doordarshan? (5)

OR

Examine the role of All India Radio (AIR) in providing Regional and External Services. (5)

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