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SARDAR PATEL UNIVERSITY  
FY – BA (ADVANCED)  
JOURNALISM AND MASS COMMUNICATION  
SEMESTER-II

PAPER CODE : UA02EEJM02      DATE : 06/04/2016  
PAPER TITLE : ELECTRONIC MEDIA (RADIO & TV)      DAY : WEDNESDAY  
TIME : 10.30 A.M. TO 12:30 P.M.      MARKS : 60

Q1: Given below are 15 multiple choice questions. Each carries one mark. All are compulsory

<b>1) When was Chanda Committee set up?</b>			
a) 1963	b) 1964	c) 1965	d) 1966
<b>2) Given below are two statements in context of Radio. Assertion (A) and Reason (R). Study and answer</b>			
Assertion (A): Radio is a blind medium			
Reason (R): The presenter has to create a visual scenario for whatever he/she speaks on mic			
a) Both A and R are true and R is the correct explanation of A	b) Both A and R are true but R is not the correct explanation of A	c) A is true but R is false	d) A is false but R is true
<b>3) What is the full form of FM?</b>			
a) Frequent Mixture	b) Frequency Modulation	c) Fraction Modulation	d) Furnace Module
<b>4) Which of the following is not included in the 9-point code for broadcasters introduced in 1969?</b>			
a) Criticism of any state or the Centre	b) Criticism of a particular law	c) Criticism of friendly countries	d) Attack on religion or communities
<b>5) Given below are two statements. Study and answer</b>			
(i) Electronic media has successfully replaced print media in imparting meaningful news			
(ii) Radio and TV are electronically operated, hence; they are called electronic media.			
a) Only (i) is true	b) Only (ii) is true	c) Both (i) and (ii) are true	d) Both (i) and (ii) are false
<b>6) Suhana Safar with Annu Kapoor on Big Fm is an example of which of the following?</b>			
a) Interview	b) Radio Feature	c) Filler	d) Radio Talk
<b>7) Given below are two statements. Study and answer</b>			
(i) TV script follows the standard pattern of a film script			
(ii) TV pilot is a full episode and not a set of shots			
a) Both (i) and (ii) are true	b) Both (i) and (ii) are false	c) Only (i) is true	d) Only (ii) is true

8) Yaadon ka Idiot Box is a popular show on which FM station?			
a) 91.1	b) 94.3	c) 98.3	d) 92.7
9) Given below are two statements in context of evolution of Radio. Assertion (A) and Reason (R). Study and answer			
Assertion (A): Radio began in USA in 1910			
Reason (R): Radio services began in Bombay and Calcutta in June 1923 and November 1923 respectively			
a) Both A and R are true and R is the correct explanation of A	b) Both A and R are true but R is not the correct explanation of A	c) A is true but R is false	d) A is false but R is true
10) Who composed the title track for the TV series Ramayana on DD1?			
a) Ramavtar Sagar	b) Jatin-Lalit	c) Rajesh Roshan	d) Ravindra Jain
11) Which two stations were inaugurated at the launch Indian Broadcasting Company?			
a) Bombay, Hyderabad	b) Bombay, Delhi	c) Bombay, Madras	d) Bombay, Calcutta
12) Find the odd one out- Antakshari, Saregama, Saregamapa Li'l Champs, Meri Aawaz Suno			
a) Antakshari	b) Saregama	c) Saregamapa Li'l Champs	d) Meri Aawaz Suno
13) The serial dramas on TV are called Daily Soaps because they?			
a) Presented cross-promotion of soaps	b) Reflect channel's ideology of keeping audience fresh	c) Are watched daily as the soap is used daily	d) Were sponsored by soap manufacturers in the past
14) Which of the following triplets concerning first three year plan of radio is a misfit?			
a) Bombay, Calcutta, Tiruchi	b) Tiruchi, Lucknow, Madras	c) Baroda, Mysore, Trivandrum	d) Hyderabad, Aurangabad, Bangalore
15) Given below are two statements. Study and answer			
(i) Magazine program can include as many radio formats as the producer wants			
(ii) Everything is a part of magazine program except jingles at the beginning of the show			
a) Both (i) and (ii) are true	b) Both (i) and (ii) are false	c) Only (i) is true	d) Only (ii) is true

Q2: Today, radio is the least accessed medium of mass communication. Agree or disagree? Support your argument with necessary examples

15

OR

Q2: Explain the characteristics as a medium of mass communication of either TV or internet

15

Q3: (I) Write the plot and characterisation of a new sitcom on TV Channel Colors. Also give the show a name. The show will telecast every weekend (Sat-Sun). Creativity will be appreciated	15
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OR

Q3: (II) Write a script for a radio magazine program (1 hour) on "SRK completes 25 years in Bollywood". Apart from music, the show must have at least 5 different formats	15
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Q4: Write short notes on <u>any three</u> of the following	15
<ul style="list-style-type: none"><li>1) Multi camera set-up for TV</li><li>2) Internet combining features of other media</li><li>3) Social networking</li><li>4) Sounds in Radio</li><li>5) Electronic media vs Print media</li></ul>	

X = X - X

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