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Seat No. : \_\_\_\_\_

No. of printed pages : 2

**SARDAR PATEL UNIVERSITY**  
**B.A. (Advanced) (II Semester) Examination**  
**Saturday, 7<sup>th</sup> April 2018**  
**10.00 am - 12.00 pm**

**UA02EEJM02 : ELECTRONIC MEDIA (Radio and Television)**

**Total Marks: 60**

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

1. \_\_\_\_\_ is a process of creating videos by capturing moving images.  
A) Photo story B) Video Production C) Audio Production D) None of the above
2. Match the following parts of camera with its features.  
A. View finder ----- 1. 1/30th of a second  
B. Zoom----- 2. eye piece on camera  
C. Focus----- 3. close ups  
D. Frame----- 4. auto and manual
3. Which among the following is / are a type of camera movements?  
A) Crane B) Pan C) Tilt D) All of the above
- 4) The key Narrator of a newscast or program is called:  
(a) Announcer (b) Editor (c) Anchor (d) all of the above
- 5) Who is the most important person in the T.V. NEWS among this ?  
a) NEWS caster b) Camera-Head c) Reporter d) None of these
- 6) . TV commercial lasting more than a second is called blind ads.  
a) Correct b) Incorrect
- (7) Dr. Goebbles is known as father of:  
(a) Advertising (b) Public Relation (c) Propaganda (d) None of these
- 8) . Slug Line is the words to identify news copy/story:  
a) Correct b) Incorrect
- 9) In India TV ratings given by TAM, BARC, and MIB.  
a) Correct b) Incorrect
- 10) Identity FHD resolution among these  
A) 1280x720 B) 1920x1080 C) 1920x1200 D) 1080X640
- 11) The term broadcasting refers to \_\_\_\_\_  
a) various media technologies  
b) airborne transmission of radio and TV waves  
c) a device which produce radio waves  
d) None of the above

①

(P.T.O.)

- 12) Earlier, \_\_\_\_\_ was considered to be the backbone of the communication industry.  
a) Radio      b) Television      c) Internet      d) All of the above
- 13) \_\_\_\_\_ was India's first community radio operation from an university.  
a) Suryan FM      b) Anna FM      c) Kongu FM      d) Loyola FM
- 14) Which among the following is/ are a type of radio station?  
a) National radio      b) Satellite radio      c) Internet radio      d) All of the above
- 15) Who known as father of radio?  
a) Harish Bhimani      b) Guglielmo Marconi      c) Ameen Sayani      d) Edward Harper

Q2: critically analyse the quality of topic, tone and toner of role of Anchors of prime time tv debates/discussions on Indian news channels (word limits 350 to 400 words )

15

Or

Q2) What are the 7 qualities and weaknesses of private Hindi radio channels? discuss with examples (word limits 350 to 400 words )

15

Q3) "Right To Die With Dignity A Fundamental Right, SC Allows Passive Euthanasia And Living Will, Issues Guidelines .. " make 5 to 7 minutes of news package or feature programme on above statement

15

OR

Q3 Make 2 hours of tribute show on " Sridevi (Tu meri chandani) " for private Fm radio

15

Q4 Why were the following in the news recently? Write 4 or 5 stances on each ( any 6 out of 4 )

15

- 1) Stefan Hopkins
- 2) Gary Oldman
- 3) Biplob Kumar Deb
- 4) Hasin Jahan
- 5) Paresh Dhanani
- 6) Jagdish Panchal