

**SECOND SEMESTER B.A. DEGREE EXAMINATION, APRIL/MAY 20**

(CCSS)

**Mass Communiation**

**AVC 102—BROADCASTING**

**: Three Hours**

**Maximum : 30 v**

**Part A**

*Answer all questions.*

*Each question carries a weightage of  $\frac{1}{4}$ .*

**What is DTH ?**

**1. The services of the communication satellite ATS-6, owned by NASA was utilised by SAC, A] for a project called \_\_\_\_\_**

**(a) DECD.**

**(b) SITE.**

**(c) WSR.**

**(d) Farm and Home.**

**2. What is audition**

**3. Sound forge is a software used for \_\_\_\_\_**

**(a) Picture editing.**

**(b) 2D effects.**

**(c) Audio editing.**

**(d) 3D effects.**

**Who is Oprah Winfrey ?**

**4. Define amplitude modulation.**

**What is the advantage of FM broadcasting ?**

**What is IPTV ?**

**5. \_\_\_\_\_ was Indian television's first pre-development soap opera.**

**(a) Buniyad.**

**(b) Hum Log.**

**(c) Ramayan.**

**(d) Mahabharat.**

**6. What is signature tune ?**

**What is headline montage ?**

**Who is a TREX ?**

## Part B

*Answer all these short answer questions.*

What is a skit ? Explain briefly.

Write very briefly about the message conveyed by any of the radio jingles you have heard re

What is a tensor ?

What do you mean by story rundown in a radio or television news bulletin ?

What is "peak and valley" system in the news bulletin ?

What is reverberation ? How do you reduce it ?

What is equal time rule ?

A general view of a location is called \_\_\_\_\_

- |                        |                    |
|------------------------|--------------------|
| (a) Establishing shot. | (b) Close-up shot. |
| (c) Low-angle shot.    | (d) Noddy shot.    |

\_\_\_\_\_ is the exact timing of the video tape encoded on the tape but never broadcast.

- |                     |                |
|---------------------|----------------|
| (a) Time code.      | (b) Tape code. |
| (c) Time indicator. | (d) Tape time. |

(9 x 1 = 9 \veil

## Part C

*Answer any five of the following Short Essay questions.*

Explain the relevance and importance of story board.

What is "stand-up open" ? What is the purpose of a stand-up shot in a live reportage for T

What is a kicker in a TV news cast ?

Bring out the difference between two-shot and shoulder-shot.

Why do we call the PEX a middle management personnel ?

Do you see any difference between "Kannadi" and "Kettathum Kandathum" in Asianet ?

What is a promo ?

(5 x 2 = 10 wei

## Part D

- *Answer any two of the following Essay questions.*

Elucidate very briefly the birth of radio broadcasting.

Briefly explain the evolution of television broadcasting.

Analyse critically the "music reality shows" in Malayalam TV channels, Are they really shows ?

(2 x 4 = 8 wei