

**SECOND SEMESTER B.A. DEGREE EXAMINATION, MAY 2015**

(CUCBCSS—UG)

**Complementary Course**

**02 AND JOU 2C 02—INTRODUCTION TO ELECTRONIC MEDIA AND RADIO AND TELEVISION**

Three Hours

Maximum : 80 Marks

Section A

Answer **all** the following.

(Part I and Part II must be attended separately)

PART I

FR stands for \_\_\_\_\_

Commercial means \_\_\_\_\_

STB (set-top-box) is used for \_\_\_\_\_

Pravara broadcast was started from Trivandrum in the year \_\_\_\_\_

Sampling rate, \_\_\_\_\_ describes the number of bits of information recorded for each sample

A microphone that picks up sound on all sides is \_\_\_\_\_

(6 x 1/2 = 3 marks)

PART II

Handheld camera mounting that straps the camera to the body of the operator to keep the image steady is known as \_\_\_\_\_

The video signal system used in India is \_\_\_\_\_

The filter that is almost always used when shooting outdoors is \_\_\_\_\_

The National Film and Television Institute of India is situated at \_\_\_\_\_

The percentage of homes, using a particular TV channel or programme at a given time is known as \_\_\_\_\_

The number of frames per second of a video is \_\_\_\_\_

(6 x 1/2 = 3 marks)

## Section B

Answer any **five** of the following from each part.

### PART I

story Rundown.

Voice over and Sound-on-Tape.

Objectivity in news writing.

DTH.

Reality Show.

Internet Radio.

(5 x 2 = 10)

### PART II

Outdoor **Broadcasting**.

Narrowcasting.

NTSC and PAL.

Public service broadcasting.

Phone-in and Phone-out programmes.

Objectivity in news.

(5 x 2 = 10)

## Section C

Answer any **three** of the following from each Part I

### PART I

Elucidate the strengths and weaknesses of Radio as a broadcast medium.

What are the different radio programme formats ?

Can we consider Television as a vehicle for positive social change ? Justify your answer.

What are the essential qualities of a news presenter ?

(3 x 5 = 15)

## PART II

Flow live reporting is done Television Broadcasting ?

Offer your opinion about the private FM radio stations of Kerala.

Flow broadcast media excel print media?

What is communication ? How communication becomes effective ?

(3 x 5 = 15)

### **Section D**

*Answer any **one** of the following from each part.*

#### PART I

Do we need a gate keeper organization for monitoring television programmes in India ?

Enunciate television and radio as media of mass communication.

(1 x 12 = 12)

#### PART II

Write a note on broadcasting in India and the relevance of **Prasarbharati** in the present scenario.

Critically examine the advantage of online media over print, radio and television.

(1 x 12 = 12)