



NB (1) All questions are compulsory

(2) Figures to the right indicate marks

(3) Support answers with examples wherever necessary

Q 1) Write a radio script of about 5 minutes in the format of column script for the community radio programme - on any social issue affecting the rural community of the state. [15]

Q 2) a. What are the general rules of conduct in Advertising? [8]

Q2) b. Elaborate on 'Community Radio has given voice to voiceless.' [7]

OR

Q2) c. Discuss in detail the history of radio in India and abroad. [15]

Q 3) a. What is 'sound'? State its types in detail. [8]

Q3) b. Discuss different types of cameras and its features. [7]

OR

Q3) c. What is the role of visuals in communication? State its importance. [8]

Q3) d. State the difference between Studio and On-location shoots. [7]

Q4) a. Describe how Satellite is used in communication and state its features. [8]

Q4) b. Explain the different types of radio formats. [7]

OR

Q 4) c. Elaborate on three stages of film/TV production process. [15]

Q 5) Write short notes on: (Any Three) [15]

- DTH
 - Fiction and non-fiction writing
 - Single camera set up and multi camera set-up
 - Media Convergence
 - Code of Conduct in Advertising for children
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