

QP Code: U25B034

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

II SEMESTER (FYUGP) DEGREE EXAMINATION, MARCH 2025

B.A/B.Sc./B.Com/BSW

JOU2MN102 : RADIO AND TELEVISION

2024 Admission Onwards

(Credits: 4)

Time: 2 Hours

Maximum Marks: 70

Section A

Answer all. Each question carries 3 Marks (Ceiling: 24 Marks)

1. Why is budgeting important for a TV producer? [BTL1]
2. What tasks are handled by the costume designer in television production? [BTL1]
3. What are the key techniques for writing effective scripts? [BTL1]
4. State the qualities expected of a good radio presenter. [BTL3]
5. What is the purpose of having different types of studios in a radio station? [BTL1]
6. Name any three popular video editing software. [BTL1]
7. Name any three popular radio editing software. [BTL3]
8. Analyze the role of voice modulation in a television presenter's performance. [BTL4]
9. Describe how media convergence has changed the way news is distributed across different platforms. [BTL4]
10. What is the difference between Augmented Reality (AR) and Virtual Reality (VR)? [BTL1]

Section B

Answer all. Each question carries 6 Marks (Ceiling: 36 Marks)

11. What is the role of a set designer in television production? [BTL1]
12. Explain how scripting for radio programs differs from scripting for television programs. [BTL3]
13. Explain how a well-structured television script helps during the editing session by guiding scene transitions and timing. [BTL3]
14. Illustrate how the treatment and proposal stages contribute to the video production process. [BTL3]

Turn Over

15. Illustrate how editing tools like VN and InShot, along with smartphones, have made video editing easier for everyone, reducing the need for professional skills and expensive equipment. [BTL4]
16. Analyze the role of jingles in radio and television advertising, and discuss how their use can influence audience recall and brand recognition. [BTL4]
17. Evaluate the importance of podcasting in the current media landscape and discuss its impact on content consumption. [BTL5]
18. What are some common limitations of podcasting and streaming platforms that creators need to be aware of? [BTL1]

Section C

*Answer **any one**. Each question carries **10 Marks** (1x10=10 Marks)*

19. Evaluate the production stages of video and radio, and discuss how each stage plays a role in the final outcome. [BTL5]
20. Analyze how the features of smartphones, such as cameras and editing tools, contribute to the ease and quality of audio-visual content creation. [BTL4]
