



**WEST BENGAL STATE UNIVERSITY**  
B.A. Honours Part-III Examination, 2020

**JOURNALISM AND MASS COMMUNICATION**

**PAPER-JORA-VI**

Time Allotted: 2 Hours

Full Marks: 50

*The figures in the margin indicate full marks.  
Candidates should answer in their own words and adhere to the word limit as practicable.  
All symbols are of usual significance.*

**GROUP-A**

1. Answer any **five** questions from the following: 2×5 = 10
- (a) Name any four famous RJ.
  - (b) Name any two programmers of FM Gold.
  - (c) Who was the first Director General of All India Radio?
  - (d) Name two programmers of Vividh Bharati.
  - (e) Write the name of any two audio softwares.
  - (f) What is audio impact?
  - (g) What is 'Gyanvani'?
  - (h) What is monitoring unit?
  - (i) What is news studio?
  - (j) Who is bulletin editor?
  - (k) What is audio room?
  - (l) Why radio is called "blind medium"?
  - (m) Who is an announcer?
  - (n) What is sound mixing?
  - (o) Name two rural programs of AIR.
2. Write short notes on any **three** of the following: 5×3 = 15
- (a) Radio Drama
  - (b) Yuvavani
  - (c) Radio Reporter
  - (d) Radio Newsreel
  - (e) BBC
  - (f) Radio Advertisement.

**OR**

Write any **one** question from the following: 15×1 = 15

- (g) What is community radio? Do you think community radio can play a major role in the development of India? 6+9
- (h) Who is RJ? How a RJ can play an important role for his/her radio station? 6+9
- (i) What are different types of news programs in radio? Discuss with suitable example. 15

**GROUP-B**

3. Answer any **five** questions from the following: 2×5 = 10

- (a) In which year Doordarshan got separated from Akashvani?
- (b) In which year Indian Television started its journey?
- (c) What is dry run?
- (d) What is earth station?
- (e) What do you mean by OB van?
- (f) What is vox pop?
- (g) Name the Indian TV journalist who got the Ramon Magsaysay Award, 2019.
- (h) What is DTH?
- (i) What is mid shot?
- (j) What is view finder?
- (k) Name two famous news readers of Indian Television.
- (l) Name two National news channels.
- (m) What is “Hum Log”?
- (n) What is jump cut?
- (o) What is Breaking News?

4. Write short notes on any **three** of the following: 5×3 = 15

- (a) SITE
- (b) Differences between TV and Radio
- (c) News magazine
- (d) TV news script
- (e) “Prime Time”
- (f) Sound Bite.

**OR**

Write any **one** question from the following: 15×1 = 15

- (g) What is TV serial? Do you think TV serials are influencing Indian women audience largely? Justify your answer with proper example. 5+10
- (h) Discuss the role and qualities of a TV reporter in detail. 15
- (i) What is TV interview? How an interviewer will prepare himself/herself for a successful interview? Discuss different types of TV interview. 5+5+5

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