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Total No. of Pages : 02

Total No. of Questions : 09

BA (JAMC) (2018 Batch) (Sem.-3)
INTRODUCTION TO BROADCAST MEDIA
Subject Code : BAJMC301-18
M.Code : 76744

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. **SECTION-A** is **COMPULSORY** consisting of **TEN** questions carrying **TWO** marks each.
2. **SECTION-B** contains **FIVE** questions carrying **FIVE** marks each and students have to attempt any **FOUR** questions.
3. **SECTION-C** contains **THREE** questions carrying **TEN** marks each and students have to attempt any **TWO** questions.

SECTION-A**1. Write briefly :**

- a) Radio interview
- b) Target Audience
- c) Ambient Sound
- d) MP4
- e) Digital Image
- f) FM Radio
- g) PCR
- h) Digital Audio
- i) OB Van
- j) Audio Mixer

SECTION-B

2. What are sound waves and how do they travel long distance?
3. “*An image is worth a thousand words*”. Comment.
4. Discuss the characteristics of television as a medium.
5. What are the five news reporting essentials?
6. What is the importance of target audience?

SECTION-C

7. Describe the process of radio programming.
8. Explain the different types of microphones based on their construction.
9. What are the ethical standards for reporter’s behavior?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.