

**Total No. of Pages : 02**

**Total No. of Questions : 09**

**B.Sc.(MEFT) (Sem.-4)**  
**ELECTRONIC MEDIA RADIO**  
**Subject Code : BMEFT-208**  
**Paper ID : [F0319]**

**Time : 3 Hrs.**

**Max. Marks : 60**

**INSTRUCTION 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

**Q1. Write briefly :**

- AM
- FM
- Frequency
- Audio Mixer
- Broadcast
- Chat shows
- Jingles
- Pronunciation
- Interview
- Announcements

### SECTION-B

- Q2. Discuss about Radio as a mass medium.
- Q3. Explain the strengths and weaknesses of Radio.
- Q4. Elucidate the types of Radio formats.
- Q5. Explain the essentials of Radio script writing.
- Q6. What are the responsibilities of a Radio Jockey?

### SECTION-C

- Q7. Explain the objectives of Radio feature in detail with examples.
- Q8. Discuss the structure and functions of Prasar Bharti.
- Q9. What is the importance of Radio in the present media scenario?