**TU/CDOE**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (SPRING 2023)**

**MAMCD/MMC 202: RADIO BROADCASTING**

**Time**: 3 Hours **Total Marks**: 70

*The figures in the right-hand margin indicate marks for the individual question.*

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2. Fill in each blank with an appropriate word: 2x5=10
3. All India Radio was previously known as ISBS. ISBS stand for \_\_\_\_\_\_\_\_.
4. \_\_\_\_\_\_\_\_ was launched in 1957 in India to counter the popularity of Radio Ceylon of Sri Lanka.
5. \_\_\_\_\_\_ composed the signature tune of AIR in 1936?
6. What technique involves gradually decreasing or increasing the volume of a sound?
7. \_\_\_\_\_\_ is a short, catchy song or tune used in radio commercials or station identification.
8. Write short note on the following: 5x4=20
9. Models of Radio Broadcasting
10. Radio documentary
11. FM and AM broadcasting
12. Community radio
13. Answer of the following: 10x4=40
14. Describe the process of producing a radio show from the initial concept to its broadcast. Highlight the key steps and creative decisions involved in the production.
15. Describe the evolution of radio broadcasting from its early days to the present digital era.
16. Discuss the different types of radio programming formats.
17. Identify and discuss the challenges faced by radio broadcasting in the digital age, including competition from online platforms and changing listener habits.

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