

This question paper contains 3 printed pages]

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S. No. of Question Paper : **1556**

Unique Paper Code : **2032182403**

Name of the Paper : **Broadcast Production**

Name of the Course : **DSC Journalism**

Semester : **IV**

Duration : **3 Hours**

Maximum Marks : **90**

(Write your Roll No. on the top immediately on receipt of this question paper.)

This question paper contains 2 parts.

Both parts are compulsory.

Candidates have to answer all the questions

in Part A and any *three* questions in Part B.

Questions in Part A carry **10** marks each and

questions in Part B carry **20** marks each.

Part A

1. (a) Examine how internet and mobile technology have changed the way audiences consume radio and television content.

P.T.O.

Or

- (b) What is a Public Service Advertisement ? Elucidate the steps for designing an effective public service advertisement campaign.
2. (a) Discuss the recommendations of the Verghese Committee Report (1977) and examine its role in shaping public service broadcasting in India.

Or

- (b) What is a Radio Jingle ? With the help of relevant examples examine the presence of radio jingles in today's audio programming in India.
3. (a) Discuss the role of social media in disseminating radio and television programming.

Or

- (b) Discuss the structure and working of a private television channel.

Part B

4. (a) Critically examine the contemporary issues and concerns in television programming of India.

Or

- (b) Define Electronic News Gathering (ENG) and Electronic Field Production (EFP) and with the help of suitable examples discuss how they can be combined in television formats.

5. (a) Critically examine any *one* for editorial autonomy, financial efficacy and public service goals :

- (i) Japan Broadcasting Corporation
- (ii) Netherlands Public Broadcasting
- (iii) British Broadcasting Corporation.

Or

- (b) Critically examine the evolution of public-private partnership in Indian broadcasting with relevant examples.

6. (a) Discuss the growth and expansion of F.M. radio broadcasting in India. Do you think government regulation has enabled this growth.

Or

- (b) Discuss the structure and working of a private television broadcasting channel.

7. (a) Define Genre. Critically examine any *one* genre in detail with relevant examples :

- (i) Animation
- (ii) Soap Opera
- (iii) Children's Television

Or

- (b) Discuss the various ethical issues and concerns surrounding reality television shows with relevant examples.

