

S.D.E.

M.B.A. Sem-II (2013 Course) : SUMMER - 2019

SUBJECT : RADIO PRODUCTION PLANNING

Day : Monday
Date : 13/05/2019

S-2019-5025

Time : 02.00 PM TO 05.00 PM
Max. marks : 70

N.B.

- 1) Attempt **ANY THREE** questions from Section – I and **ANY TWO** questions from Section – II.
 - 2) Figures to the **RIGHT** indicate **FULL** marks.
 - 3) Answers to both the sections should be written in **SAME** answer books.
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SECTION – I

- Q.1** Design various characteristics of the medium. (14)
- Q.2** Explain principle and characteristics of Radio News. (14)
- Q.3** What are different stages of production? Explain with suitable examples. (14)
- Q.4** Explain in detail Dead and Live studio used in Production. (14)
- Q.5** Write short notes on any two of the following. (14)
- a) Future of Radio
 - b) Types of Interviews
 - c) Editing

SECTION – II

- Q.6** Describe functions of a Microphone and types of Mics in detail. (14)
- Q.7** Discuss the market for Radio Business citing suitable examples. (14)
- Q.8** Carryout Radio Production Planning for a promotion of sports event. (14)

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