

S.D.E.

M.B.A. SEM-II (2013 COURSE) : SUMMER - 2018

SUBJECT: RADIO PRODUCTION PLANNING

Day: **Monday**  
Date: **25/06/2018**

Time: **02.00 PM TO 05.00 PM**  
Max. Marks: 70

S-2018-4388

**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 **SEPARATE** answer book.

**SECTION-I**

- Q.1** What are characteristics of Radio as a medium? What are the various types of Radio available in India? (14)
- Q.2** What is an Interview? What are various types of Interviews? (14)
- Q.3** Explain the various formats of Debates and Discussion. What are the ways of moderating Debates and Discussion? (14)
- Q.4** What are the formats of production? Explain with tools and techniques. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Art of Interviewing
  - b) Microphones
  - c) Anchoring and Presentation

**SECTION-II**

- Q.6** As a consultant for mass media company in India, Prepare a business plan for Radio Stations to be launched in India. (14)
- Q.7** Take the review of Indian Radio Industry post reforms in India. Comment on growth of Radio Industry in India. (14)
- Q.8** What are the various ways and means the enhancing market share and Improving Revenue of Radio Business (14)

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