

S.D.E.

M.B.A. Sem-II (2013 Course) : WINTER - 2018
SUBJECT: RADIO PRODUCTION PLANNING

Day: Wednesday
Date: 05/12/2018

W-2018-4557

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 **SEPARATE** answer book.
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SECTION-I

- Q.1** What are the characteristics of Radio as a medium? What is the future of Radio as a medium of mass communication? (14)
- Q.2** What is an Interview? What are the types of Interviews? (14)
- Q.3** What are the various formats of Debates and Discussion? What are the important elements of moderation? (14)
- Q.4** Define Microphone. Explain the functions of Microphone. (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Techniques of Sound
 - b) Anchoring and Presentation
 - c) Rise of FM in Radio Broadcasting

SECTION-II

- Q.6** As consultant to foreign multinational who intends to start Radio stations in India, Prepare a Business plan. (14)
- Q.7** How will you plan a strategy to increase market share and revenue for a newly launched Radio company in India? (14)
- Q.8** Critically evaluate the Radio Industry in India. Suggest the plan to bridge the gaps. (14)

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