

S.D.E.

M.B.A. SEM-II (2013 COURSE) : WINTER - 2017

SUBJECT: RADIO PRODUCTION PLANNING

Day: **Tuesday**  
Date: **19/12/2017**

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

**W-2017-4197**

**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 the different types of Radio? Explain the characteristic of Radio as a Mass Media. (14)
- Q.2** What are the types of Interviews? Explain the art of Interviewing. (14)
- Q.3** What are the stages of Production? Comment. (14)
- Q.4** What is Microphone? What are the functions of microphone? (14)
- Q.5** Write short notes on any **TWO** of the following: (14)
- a) Creative use of Sound
  - b) Debate and Discussion formats
  - c) Principles and characteristics of Radio news

**SECTION-II**

- Q.6** How the Radio as a Mass Media has evolved in India? Evaluate. (14)
- Q.7** Prepare a note on Documentary to be prepared for promoting India as Tourist destination. (14)
- Q.8** Suggest a strategy for a Radio Company in India for enhancing their market share and revenue. (14)

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