

31/03/2016



DOON UNIVERSITY, DEHRADUN
Mid Semester Examination, March 2016
School of Communication

5 Years Integrated MA in Communication, Semester IV
COMM 255: Radio Production

Time Allowed: 3 Hours

Maximum Marks: 30

Part A (20 Marks)

Q.1. What are the qualities of Radio as a mass medium? Discuss.

(8 Marks)

OR

“Writing for Radio is an art”. Describe.

Q.2. Write short notes on **any three** of the following

(Marks 4X3= 12Marks)

- (a) Difference between Commercial broadcast and Public Service broadcast.
- (b) Presentation of a radio talk
- (c) Objectives of AIR.
- (d) Radio News Bulletin.
- (e) Radio in the digital era.

Part B (10 Marks)

Related Assignments/Production