Reg. No. : .....

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Name : .....

Fifth Semester B.A. Degree Examination, December 2017
Career Related First Degree Programme Under CBCSS
Group 2(a)
English and Communicative English
Vocational Course – VIII
CG 1573 : AUDIO VISUAL WRITING
(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

All Saints' College Trivandrum

I. Answer **all** questions. **Each** in **a word** or **sentence**.

1) Which is the first private satellite TV channel in India ?
2) In which year did Doordarsan cease to be a unit of I and B ministry ?
3) What is slot ?
4) Define Juke box.
5) Which TV channel started parallel Cricket League in India ?
6) Who produced the epic serial, 'Ramayana' for Doordarsan ?
7) Expand DAB.
8) Who invented Radio ?
9) Who gave All India Radio its name ?
10) Which important bill was introduced in Indian Parliament in 1997 ? **(10×1=10 Marks)**

II. Answer **any eight**, **each** in a short paragraph **not** exceeding **50** words.

11) What is running order ?
12) What is 'exclusive' ?
13) Explain what a closed question is and how it is used ?
14) What do 'soaps' mean ? How did they get that name ?
15) What is docudrama ?
16) Why is TV news called headline service ?
17) What are 'briefs' in Television news ?
18) What do 'Sound bites' mean ?
19) What is graveyard slot ?
20) Explain what PTC is in TV production ?
21) How does a radio script resemble a two-column list ?
22) What are the qualities an RJ should possess ?

(8×2=16 Marks)

P.T.O.

III. Answer **any six each** in a paragraph **not** exceeding **100** words.

23) Comment on the role of Television in popularising cricket in India.

24) Who are the members constituting a news production team for TV ?

25) Describe the three stages of producing a TV programme.

26) Comment on the reality shows usually shown on Indian Television.

27) Bring out the advantages of FM Radio

28) Discuss the various types of radio interviews.

29) Comment on the use of advertisements on TV.

30) Discuss the use and misuse of 'Flash news' on TV channels.

31) Bringout the features of phone-in programmes on Radio. **(6×4=24 Marks)**

IV. Answer **any two each** in about **300** words.

32) Critically analyse how Television and society influence each other in India ?

33) Prepare a TV script for a 20-minute news bulletin.

34) Comment on the role of govt. in controlling the freedom of audio-visual media.

35) "Radio is not a dying medium, but a vibrant one" – Discuss. **(2×15= 30 Marks)**

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