

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MA DEGREE EXAMINATION MAY 2018  
(Third Semester)

Branch – JOURNALISM & MASS COMMUNICATION

**CORE ELECTIVE-II: TELEVISION & RADIO PRODUCTION**

Time: Three Hours

Maximum: 75 Marks

Answer **ALL** questions  
**ALL** questions carry **EQUAL** marks

- 1 a List the milestone in the history of broadcasting in India.  
OR  
b Mention the salient features of Prasar Bharathi Act.
- 2 a Describe the organizational set up of your local AIR station.  
OR  
b What is the structure of a radio news bulletin?
- 3 a How will you describe TV as a medium of mass communication?  
OR  
b TV has come to play a major role in the way people spend their leisure time. Amplify.
- 4 a Explain the news production process in Doordarshan.  
OR  
b Discuss the structure of a typical news bulletin in TV.
- 5 a How do audience rating influence TV content?  
OR  
b FM RJs have got cult status with a great fan following. Who is you favourite RJ and why?

Z-Z-Z

END