

# St. Claret College

Autonomous, Bengaluru

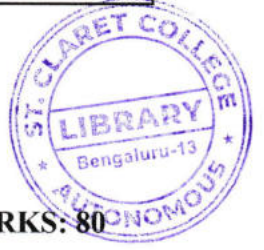
Roll No:  
Date:

UG END SEMESTER EXAMINATION-NOVEMBER 2025  
JOURNALISM - III SEMESTER  
JN 325: AUDIO VISUAL MEDIA

TIME: 3 hours

10

MAX. MARKS: 80



This paper contains TWO printed pages and FOUR parts.

**Instructions:**

1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

**PART-A**

Answer the following questions by choosing the correct answer. Each answer carries ONE mark. [1x10=10]

1. In which year did All India Radio adopt its present name?  
a) 1927 b) 1936 c) 1947 d) 1956
2. Which type of radio programme directly engages with listeners through calls?  
a) Drama b) Feature c) Phone-in programme d) News
3. Which of the following is an **essential element of sound design** in radio?  
a) Body language b) Silence c) Lighting d) Visual cues
4. A radio script generally avoids  
a) Conversational tone b) Long complex sentences c) Sound cues d) Music notations
5. SITE experiment was jointly organized by  
a) NASA and ISRO b) BBC and AIR c) UNESCO and AIR d) CNN and ISRO
6. The audience ratings of TV programmes are measured by  
a) TRP b) GDP c) ERP d) PRP
7. Which of the following is **not** a type of podcast?  
a) Interview podcast b) Storytelling podcast c) Phone-in podcast d) Review podcast
8. The process of planning, budgeting, and scripting comes under which stage of TV production?  
a) Pre-production b) Production c) Post-production d) Transmission
9. In TV production, who is primarily responsible for the **final editing** of the programme?  
a) Producer b) Director c) Editor d) Cameraperson
10. Broadcasting defamatory remarks through radio would be termed as  
a) Libel b) Slander c) Complaint d) Obscenity

**PART-B**

Answer any FIVE questions. Each answer carries TWO marks.

[5x2=10]

11. Mention any two differences between FM Radio and Community Radio.
12. Define podcasting and write any one type of podcast.
13. State any two sound effects used in radio broadcasting.
14. Write any two roles of a TV director.
15. Mention two limitations of TRP as a measurement tool.
16. What is visual framing in TV?
17. List two ethical concerns in radio programming.

**PART-C**

**Answer any FOUR questions. Each answer carries FIVE marks.**

**[4x5=20]**

18. Analyze the impact of community radio on empowering women.
19. Explain the importance of voice delivery and engagement in radio presentation.
20. Evaluate the contribution of private channels in shaping Indian TV content.
21. Discuss the process and tools of podcast distribution.
22. Examine interactive TV and second-screen experiences with examples.
23. Explain the importance of audience analysis in post-production.

**PART-D**

**Answer any FOUR questions. Each answer carries TEN marks.**

**[4x10=40]**

24. Evaluate the evolution and present status of radio in India.
25. Analyze the role of scriptwriting and sound design in producing effective radio programmes.
26. Compare and contrast traditional television with OTT platforms.
27. Explain the role of TRP and audience ratings in shaping television content.
28. Assess the significance of mobile TV production in today's media landscape.
29. Critically discuss the future of television in the era of AI and digital convergence.

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