



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION - NOVEMBER/DECEMBER 2025 JOURNALISM & MASS COMMUNICATION - III SEMESTER BA/BSC 25UBA33B / 25BSC33C – AUDIO VISUAL MEDIA

Time: 3 Hours

Max. Marks: 80

Instruction: *Answer should be written completely in English.*

SECTION - A

Answer any ten questions. Each question carries two marks.

(10X2=20)

1. What is community radio?
2. Explain SITE.
3. What is podcasting?
4. Define FM.
5. What is post-production in television?
6. Explain OTT with examples.
7. Mention any two limitations of traditional radio.
8. Describe AIR.
9. What is budgeting? Why is it important in production?
10. Define digital radio.
11. What is Prasar Bharati?
12. Describe BARC.

SECTION - B

Answer any six questions. Each question carries five marks.

(6X5=30)

13. Discuss the history of radio in India.
14. Briefly explain the production techniques.
15. Discuss the significance of community radio in rural development.
16. Describe the role of sound effects and music in enhancing radio content.
17. Compare TRP and BARC as tools for audience measurement.
18. Write a note on the reach and impact of FM radio in India.
19. Critique the role of AI and automation in TV production.
20. Explain the present status of radio in India.



SECTION – C

Answer any three questions. Each question carries ten marks.

(3X10=30)

21. Explain the different types of radio programs with suitable examples.
22. Discuss the evolution and future of podcasting as a new form of radio.
23. Trace the historical evolution of television in India, highlight the key milestones and reforms.
24. Describe how television acts as a tool for social change and information dissemination in India.
25. Analyse how AI and automation are transforming television production and content delivery.

