

Dr. Babasaheb Ambedkar Open University
Term End Exam August – 2010

Course Code : DCE-04 Roll No. _____
Subject : Writing for Media, Radio and Television
Date : 03-08-2010 Marks : 35
Time : 03:00 to 04:30

Que 1: (a) Define the nature and characteristics of radio as medium of mass communication. (10)

OR

Que 1: (b) Write a brief history of radio – service in India in the field of public programmes.

Que 2: (a) What are the distinguishing features of TV LANGUAGE ? (10)

OR

Que 2: (b) What are the differences between a script for a public purpose ad film and a news film script for TV?

Que 3: Write short notes on any three of the following. (15)

1. Functions of Radio
2. Radio Play.
3. TV and education.
4. Programmes on AIR.
5. Limitations of Radio medium.
6. A Story Board.