

DCE-04

DIPLOMA IN CREATIVE WRITING IN ENGLISH (DCEOL)
WRITING FOR MEDIA : RADIO AND TELEVISION

Time : 90 Minutes

Maximum Marks : 50

Note : i) Answer all the questions.

ii) All the questions are MCQs.

iii) Each question carries 1 mark.

1. There are types of scripts involved in feature writing.

- A) 2
- B) 3
- C) 4
- D) 5

2. The word 'documentary' was used to describe:

- A) Imagination
- B) Creative thinking
- C) Unorganized thought
- D) Creative treatment of actuality

3. Radio drama is a story told through:

- A) Sound alone
- B) Visual effect
- C) Sound and visual effect
- D) None of the above

4. Generally, there are types of interviews.

- A) 5
- B) 4
- C) 3
- D) 2

5. The FM service of AIR has channels.

- A) Five
- B) Two
- C) Four
- D) One

6. A radio interview is a with an aim.

- A) Communication
- B) Question-answer
- C) Discussion
- D) Conversation

7. “Bahujan Hitaya Bahujan Sukhaya” is the slogan of:

- A) Doordarshan
- B) AIR
- C) Mathrubhumi Daily
- D) Harijan started by Gandhi

8. Who said, “In most novels the reader is so to speak personally conducted by the author as our guide. In drama we must travel alone”?

- A) John Grierson
- B) Lionel Fielding
- C) George Pierce Baker
- D) Sir George Lloyd

9. Radio formats are decided based on the needs of the:

- A) Audience/Listener
- B) Station manager
- C) Government organization
- D) Announcer

10. A good script-writer should know his/her well.

- A) Scriptwriting
- B) Audience
- C) Content
- D) Capabilities

11. Which of the following is NOT the advantage of Radio advertising?

- A) It covers a large area.
- B) It asserts the benefit of memorising significance.
- C) Advertising is available on-demand made by the consumer.
- D) It is quite flexible as it can be used on a national or local level according to the need.

12. Functionaries of a radio station:

- A) Station director
- B) Station engineer
- C) Programme personnel
- D) All of the above

13. Arrange the following in the correct sequence:

- A) Reliability programme: market specifications: design specifications: prototype: product testing: manufacture: feedback
- B) Reliability programme: design specification: market specification: manufacture: prototype: feedback
- C) Reliability programme: product testing: prototype: manufacture: market specification: feedback
- D) Reliability programme: market specifications: design specifications: prototype: manufacture: product testing: feedback

14. Choose the incorrect option : The nature of writing for TV and Video magazine can be summed up as follows:

- A) It demands style in a formal tone
- B) Writing should be integrated with the visual inputs including computer gimmicks
- C) Narration for anchor person should be short and interesting

D) Magazine should end on a note which would enthruse the viewer to look forward to its next edition

15. Body of an advertisement is known as:

- A) Story line
- B) Add line
- C) Content line
- D) Body line

16. CCTV stands for:

- A) Closed Circuit TV
- B) Closed Converted TV
- C) Circuit Closed TV
- D) Circuit Converted TV

17. Sound and motion pictures were initially called:

- A) Talkies
- B) Motion pictures
- C) Cinema
- D) Films

18. What is the normal speed of narration in documentary/news writing?

- A) two words per second
- B) three words per second
- C) one word per second
- D) None of the above

19. Which among the following is NOT involved in technical planning in the documentary?

- A) Cost of location
- B) Graphic treatment
- C) Sound effect
- D) Actor costume

20. Abbreviation for Panorama:

- A) Pan-Panning
- B) Pan-Picture
- C) Pan-Painting
- D) Pan-Portrait

21. Which among the following is NOT beneficial in case of children's programmes?

- A) Simple language

- B) Complex concepts
- C) Commonly used terms
- D) Easy-to-understand concepts

22. Which among the following is a desirable feature of children's programme?

- A) Problem-solving
- B) Make belief situation
- C) Violence
- D) Negative role models

23. USP stands for:

- A) Unique Selling Proposition
- B) Universal Selling Proposition
- C) Unique Selling Process
- D) Universal Selling Position

24. Shot taken with the camera at a considerable distance from the subject is called:

- A) Close upshot
- B) Long shot
- C) Very close upshot

D) Bird eye view

25. When did the children's series 'Sesame Street' first appear?

A) 1970

B) 1969

C) 1989

D) 1990

26. Radio came to India in:

A) September 1921

B) June 1920

C) August 1921

D) April 1920

27. In about five hours, the news gets across the country through its first home news at:

A) 0600 hrs (Hindi) and 0605 hrs (English)

B) 0605 hrs (Hindi) and 0600 hrs (English)

C) 0500 hrs (Hindi) and 0605 hrs (English)

D) 0506 hrs (Hindi) and 0605 hrs (English)

28. Radio station came to be set up by a commercial concern called Indian Broadcasting Company with stations at and

- A) Bombay, Calcutta
- B) Bombay, Delhi
- C) Bombay, Gujarat
- D) Bombay, Madras

29. News occupies the bulk of the total broadcasting time with about 145 bulletins including the external ones from the News Services Division in:

- A) Calcutta
- B) New Delhi
- C) Bombay
- D) Madras

30. The first news editor was:

- A) Mr. G. S. Naronha
- B) Mr. H. G. Franks
- C) Mr. C. S. Raina
- D) Mr. D. L. Roy

31. Two morning bulletins were introduced, one in English and the other in:

- A) Hindustani
- B) Bengali
- C) Gujarati
- D) Nepali

32. All India Radio, Delhi started university of the AIR Broadcasts on:

- A) September 07, 1966
- B) August 03, 1969
- C) September 11, 1966
- D) June 08, 1967

33. A lesser-known aspect of All India Radio is its external services controlled by a separate division. They were pioneered by a Pushtu service introduced in:

- A) 1936
- B) 1937
- C) 1938
- D) 1939

34. In 1930, the Indian Broadcasting Company, which pioneered regular broadcasts in India, introduced two evening news bulletins each from Calcutta and Bombay stations. One in English and the other in:

- A) Bengali and Hindi
- B) Bengali and Tamil
- C) Bengali and Gujarati
- D) Bengali and Marathi

35. Characteristics of Radio is:

- A) The speech of Radio
- B) Radio is inexpensive
- C) A radio receiver is portable
- D) All of the above

36. In a radio script, sound effects are usually denoted by the symbol

.

- A) SEF
- B) SFX
- C) SFS
- D) SEFX

37. Radio talk demands meeting certain basic requirements. They are:, informality and

- A) Voice modulation, clarity
- B) Self-explanatory, voice modulation
- C) Clarity, Self-explanatory
- D) Good pronunciation, speediness

38. Radio-writing is primarily a writing used for

- A) Eyes

- B) Ear
- C) Nose
- D) Tongue

39. In a radio-script, sound effects are associated with:

- A) SXF
- B) SSF
- C) SFX
- D) SFF

40. Radio drama is narrated through:

- A) Visual affect
- B) Sound and visual effect
- C) Sound effect
- D) None of the above

41. Material read over air is called:

- A) Air copy
- B) Line copy
- C) Auto copy
- D) Online copy

42. “Voiceover addresses the audience directly” is a feature of which mode of documentary?

- A) Participatory
- B) Reflexive conventions
- C) Expository
- D) Observational

43. Basic rules of a Radio-script are:

- A) use short sentences
- B) use active voice
- C) use simple words
- D) All of the above

44. plays an important role in organizing a Radio discussion.

- A) Communication
- B) Conversation
- C) Research
- D) Field work

45. Radio play needs special treatment both in:

- A) Scripting and Narration
- B) Explanation and Presentation
- C) Scripting and Presentation
- D) Presentation and Narration

46. What makes dialogue sounds natural?

- A) Colloquial, short and informal
- B) Short, formal and colloquial
- C) Long, colloquial, informal
- D) None of the above

47. Radio seeks to develop what kind of imagination in children through devices like music, sound effects and songs?

- A) Auditory
- B) Visual
- C) Auditory and Visual
- D) None of the above

48. Radio plays are often called as:

- A) Medium blind
- B) Blind medium
- C) Blind
- D) Medium

49. Just as cinema and television have a visual language, radio uses an:

- A) Oral language
- B) Emotional language
- C) Both A) and B)
- D) Aural language

50. Radio plays totally depend on:

- A) Audio factor
- B) Visual factor
- C) Both A) and B)
- D) None of the above