



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

BBA 2284

FM Radio theory and practical

Time: 2 Hrs

Marks: 60

Answer any four questions.

4 * 15 = 60 marks

1. Explain the working of FM radio.
2. What is FM broadcasting? Explain.
3. Enumerate the services offered by FM radio.
4. State the merits and demerits of advertising using FM channels.
5. Explain in detail about Radio formats and its types.
6. Explain the various radio channels available with their frequencies.