



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMAC II)

**BMC 2106: RADIO PRODUCTION TECHNIQUES I**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Identify any **TWO** microphone types used in Kenya today. (4 marks)
- b) Distinguish between fading off and fading up. (4 marks)
- c) State and explain any **FOUR** program sources for a radio station. (6 marks)
- d) Define traffic as used in broadcasting. (2 marks)
- e) Distinguish between a feature and a documentary. (4 marks)
- f) Identify any **FIVE** radio station personnel and explain their roles. (10 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

Discuss any **FIVE** advantages and five short comings of radio automation. (20 marks)

### QUESTION 3

You have been assigned by your station Manager to produce a special program on the effects of radicalisation on youth in Majengo.

- a) What program format would you use for the assignment? (2 marks)
- b) Identify any **FOUR** people you would interview for the program above and justify your suggestions. (8 marks)
- c) Discuss any **FIVE** features of a good radio program. (10 marks)

### QUESTION 4

- a) Briefly explain **FOUR** reasons why some radio programs fail to attract listeners. (8 marks)
- b) Advise a producer on the use of music and sound effects in broadcasting. (8 marks)
- c) Briefly explain how listeners may influence program content. (4 marks)

### QUESTION 5

- a) Radio is a very strong medium of communication in Kenya. Discuss. (10 marks)
- b) Outline any **FIVE** limitations of radio broadcasting. (10 marks)