



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

**(A CONSTITUENT COLLEGE OF JKUAT)**

***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R3)

**BMC 2201: RADIO PRODUCTION TECHNIQUES I**

END OF SEMESTER EXAMINATIONS

**SERIES:** NOVEMBER/DECEMBER 2011

**TIME:** 2 HOURS

## **INSTRUCTIONS:**

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** any other **THREE** questions.

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

## SECTION A (Compulsory)

### QUESTION 1

- a) Discuss the importance of audience participation. **(6 marks)**
- b) Talk show hosts usually face numerous challenges both from society and station management. Identify any **SIX** such challenges and suggest how you would overcome those. **(12 marks)**
- c) Discuss the role of computers in broadcasting. **(12 marks)**

## SECTION B (Attempt any **THREE** questions)

### QUESTION 2

- a) As a radio producer, briefly discuss how your radio stations can utilize cutting edge automation technology. **(10 marks)**
- b) Discuss challenges of automated systems. **(10 marks)**

### QUESTION 3

- a) Assume you work as a manager for a local radio station, there is information of a possible cholera outbreak within the community you serve. Advise your station on how to carry out a campaign against the disease and suggest any **FOUR** program formats you would use to disseminate the information. **(6 marks)**
- b) Discuss any **FOUR** ethical issues that might arise in the course of the program above, assuming that you work for a commercial station in coast province. **(4 marks)**

### QUESTION 4

- a) As a program consultant for an upcoming, identify any key departments and personnel you would suggest for client wishing to set up a regional station in Mombasa. **(8 marks)**
- b) Define traffic as used in radio broadcasting and explain key responsibilities of a traffic section in a radio station. **(2 marks)**

### QUESTION 5

- a) Identify any **TWO** audio editing software's and explain their contribution to radio broadcasting. **(6 marks)**
- b) Clearly explain any **FOUR** drawbacks of audio editing softwares. **(4 marks)**