



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(YIV, SIV)

**BMC 4407: ADVANCED RADIO PRODUCTION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- THIS IS A PRACTICAL PAPER
- ANSWER ALL QUESTIONS.

*This paper consists of Two printed pages*

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**PRACTICAL**

**QUESTION**

As a student of Advanced Radio Production in the Technical University of Mombasa, you have been approached by the University management for the below task.

Develop a proposal for an upcoming new radio station considering the following:

1. Station objectives **(10 marks)**
2. The need and justification of the radio station. **(10 marks)**
3. Market research **(10 marks)**
4. Programming strategy **(10 marks)**
5. Personnel Management. **(10 marks)**
6. Marketing strategy **(10 marks)**

7. Swot analysis

**(10 marks)**

Also include a demo, of the station showed for presentation