



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

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

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

**BMC 4407: ADVANCED RADIO PRODUCTION**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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. Market research **(10 marks)**
2. Programming strategy **(10 marks)**
3. Sales and Marketing strategy **(10 marks)**
4. SWOT Analysis. **(10 marks)**
5. Personnel Management. **(10 marks)**
6. Stations objectives **(10 marks)**

7. The need and justification of the radio station.

**(10 marks)**

Also include a demo, of the station showed for presentation