



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

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