



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION  
(CMAC II, Y, SII)

PRACTICAL

**BMC 1110: RADIO PRODUCTION BASICS**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This is a practical exam expected to be submitted at the end of the semester.  
*This paper consists of Two printed pages.*

## ANSWER ALL QUESTIONS

### QUESTION 1

As a Radio Producer at TUM FM: You are required to create a public service advert of 45 sec on the following topics

- a) A cigarette smoking
- b) Abortion among school girls in Kenyan Public Universities.

The advert should be accompanied by

- a) A proposal **(20 marks)**
- b) A script (Narration script) **(20 marks)**
- c) Creatively done with background music. **(20 marks)**
- d) Output should be in an MP3 Disc (CD) **(10 marks)**