



**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  
(BJMC IV)

**BMC 4213: RADIO PRODUCTION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: FEBRUARY 2015**

**TIME: 2 HOURS**

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define sound effects. **(2 marks)**
- b) State the **TWO** types of sound effects with examples. **(4 marks)**
- c) State **THREE** ways silence can be used in radio. **(6 marks)**
- d) Define the following music application techniques:
  - i) Fade out **(2 marks)**
  - ii) Sneak in **(2 marks)**
  - iii) Sneak out **(2 marks)**
  - iv) Segue **(2 marks)**

## QUESTION 2

State any **FIVE** benefits of radio broadcasting to the society.

**(10 marks)**

### SECTION B (Answer any **Two** Questions)

## QUESTION 3

a) On radio, music can be used to write aesthetic appreciation as well as signify something outside itself. As a radio producer, discuss any **FIVE** ways you can use music in a radio programme.

**(10 marks)**

b) Discuss the activities involved in setting up a community radio.

**(10 marks)**

## QUESTION 4

Radio has its own strengths and weaknesses. Understanding the medium, which capitalizes mainly on sound acts as guide to the effective utilization of the medium. In light of this discuss (in not less than ten points) the inherent nature of radio.

**(20 marks)**

## QUESTION 5

With the help of a diagram explain the analog to digital conversation of sound.

**(20 marks)**