



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

MC 388: RADIO PRODUCTION TECHNIQUES II

END OF SEMESTER EXAMINATIONS

SERIES: SEPTEMBER/OCTOBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** and **B**.
- Answer **ALL** questions in Section **A**.
- Answer any other **TWO** questions in Section **B**.

SECTION A (Compulsory)

QUESTION 1

- a) Outline the steps one would go through while producing a program. **(8 marks)**
- b) Differentiate between AM and FM broadcasting. **(2 marks)**
- c) State and explain any **THREE** types of radio programs you would find in a community radio station. **(6 marks)**
- d) Identify and explain any **FIVE** shortcomings of radio as a medium of communication. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Distinguish between public and private broadcasting. **(4 marks)**
- b) Identify any **FOUR** types of field recording equipment available today. **(4 marks)**
- c) Explain how an audience can influence each of the following :
 - (i) Transmission time
 - (ii) Choice of station
 - (iii) Music
 - (iv) Presenter
 - (v) Scripting style
 - (vi) Choice of interview**(12 marks)**

QUESTION 3

- a) Why is it important to have your script checked by the programs manager before a recording?
- b) Give any **FIVE** reasons to explain why you would use music in a program. **(8 marks)**

QUESTION 4

- a) As a station manager, identify any **FIVE** features you would look for in a radio producer/presenter. **(10 marks)**
- b) Briefly explain any **FIVE** duties performed by a producer in a radio station. **(10 marks)**

QUESTION 5

- a) Briefly explain the functions of an Audio Mixer. **(10 marks)**
- b) Discuss the importance of scripts in broadcasting. **(10 marks)**