



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMR II)

### **MC 401: INTRODUCTION TO RADIO**

END OF SEMESTER EXAMINATIONS

**SERIES:** SEPTEMBER/OCTOBER 2011

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Answer Question **ONE** (**Compulsory**) and any other **FOUR**.

### QUESTION 1 (Compulsory)

- a) Give a brief history of radio invention. (6 marks)
- b) State at least **THREE** early uses of radio as a communication tool. (6 marks)
- c) Describe **TWO** types of radio communications commonly used in broadcasting. (8 marks)

### QUESTION 2

- a) Outline the steps one would go through while planning to produce a radio program. (8 marks)
- b) (i) Highlight any **FOUR** factors that would influence your choice of programme content. (8 marks)  
(ii) Distinguish between writing for the ear and writing for the eye. (4 marks)

### QUESTION 3

- a) Discuss **FIVE** benefits and **FIVE** drawbacks of studio automation. (10 marks)
- b) As a program producer, state and explain any **FIVE** techniques you would employ to ensure your program interests the audience. (10 marks)

### QUESTION 4

You are an account manager in a leading agency in Mombasa. Your client AKABA limited has just developed a new brand of perfumed sanitary pads targeting the youth. The product is expected in the shelves countrywide tomorrow. It will retail at 45 shillings.

- a) Advise the client on the importance of radio as a medium for promoting this product. (8 marks)
- b) (i) Write a **15 (fifteen)** seconds dramatized spot (Advert) to market the product in (i) above. (10 marks)  
(ii) Outline any **TWO** reasons that can lead to the above commercial being rejected. (2 marks)

### QUESTION 5

- a) Define a signature tune and state any **TWO** factors to consider while selecting a signature tune after developing a script. (6 marks)
- b) Briefly explain how target audience can influence ones choice of music and program content. (4 marks)
- c) Briefly describe how development of radio and other broadcast media has affected the print media. (10 marks)

## QUESTION 6

- a) Using relevant examples explain any **SIX** principles that would guide one while selecting program content for magazine program. **(12 marks)**
- b) Give any **FOUR** reasons that may cause your programs manager to reject/drop a story in the program above. **(8 marks)**

## QUESTION 7

- a) Discuss key functions of radio as a medium of communication. **(10 marks)**
- b) Identify and explain any **FOUR** strengths messages on radio would enjoy over the same on print. **(8 marks)**
- c) Define FM broadcasting. **(2 marks)**