



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4213: RADIO PRODUCTION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- a) State how a radio producer generates ideas? (6 marks)
- b) Outline the FOUR elements involved in the radio craft (8 marks)
- c) Distinguish between three different types of microphones according to their internal construction (6 marks)
- d) Explain the stages involved in the first stage of radio programme production (10 marks)

Question TWO

- a. The script is the written material that the announcer or a radio performer reads during a radio show. The radio script may include technical instructions and inserts that have to go into the program. Discuss any FIVE (5) reasons why one should have a script before getting on-air. (10 marks)

- b. Radio spots are made up of short catchy messages of anything from 15 to 30 seconds duration designed to deliver information, inspiration or instruction to the listeners. They are effective conveyors of quick messages. Discuss any FIVE (5) advantages of radio spots(10 marks)

Question THREE

- a) The console board is one of the major equipment's used in radio production. Explain any FIVE functions of the console board (10 marks)
- b) Discuss any FIVE reasons for the importance of a radio script in radio programme production (10 marks)

Question FOUR

- a) Describe any FIVE roles of radio for the community(10 marks)
- b) You have been assigned by your editor to go and conduct a field recording. Discuss the steps you would take in completing this assignment. (10 marks)

Question FIVE

The spoken word in radio is said to be conversational and should therefore sound like one. With examples discuss any TEN qualities of the spoken word. (20 marks)