



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4407: ADVANCED RADIO PRODUCTION

END OF SEMESTER EXAMINATION

SERIES:Select series2017

TIME:2HOURS

DATE:22Sep2017

Instructions to Candidates

This is a project paper. You should present the following;

-Binded project, examination pass and student ID

This paper consists of **FIVE** questions. Attempt**ALL** questions.

Do not write on the question paper.

PROJECT: Total Marks: 70

Instructions

As a student of Advanced Radio Production in the technical university of Mombasa, you have been approached by the University management for the below task.

Develop a proposal for an upcoming new radio station considering the following;

1. station objectives (10 marks)
2. The need and justification of the radio station (10 marks)
3. Market research (10 marks)
4. Programming strategy (10 marks)
5. Personnel management (10 marks)
6. Marketing strategy (10 marks)
7. Station demo (10 marks)

