



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**

BMC 4213: RADIO PRODUCTION

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

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***
-

SECTION A (Compulsory)

QUESTION 1

- a) Define the following:
 - i) Digital recording (2 marks)
 - ii) Editing (2 marks)
 - iii) Mixing (2 marks)
 - iv) Analog recording (2 marks)
- b) State how sound effects can be used in radio formats. (6 marks)
- c) State the advantages of radio spots. (4 marks)

- d) Define the following terms in relation to the use of music in radio production:
- i) Sneak in (2 marks)
 - ii) Crossfade (2 marks)
 - iii) Fade under (2 marks)
 - iv) Fade down (2 marks)
 - v) Sustain (2 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Discuss the pre-recording tips for a field recording assignment. (10 marks)
- b) A good radio talk should be interesting and should effectively drive home the message. Discuss the possible structure for an interesting 2 – 5 min radio talk. (10 marks)

QUESTION 3

Discuss at least **FIVE** formats for radio spots. (20 marks)

QUESTION 4

- a) Discuss the factors to consider when capturing sound with a microphone. (10 marks)
- b) Discuss the benefits of multi-tracking in digital audio editing. (10 marks)