



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R II)

BMC 2106: RADIO PRODUCTION TECHNIQUES I

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

The Technical University of Mombasa plans to operate a low power community radio to serve students and community's bordering the institution. The station will mainly focus on issues affecting the youth key among them being drug abuse and HIV (AIDS). The station will mainly depend on donor and the University for support.

- a) Identify what kind of station the University plans to operate. Justify your answer. **(2 marks)**
- b) Categorize and explain any **FOUR** departments this station is likely to have. **(4 marks)**
- c) Briefly explain the influence the University Senate might have on the content and operations of the station. **(6 marks)**
- d) Give any **FOUR** reasons the station might give to Sponsors to have them support its operations as opposed to spending their money on the print media. **(6 marks)**
- e) Briefly discuss any **THREE** qualities management will look for while auditioning students to work in the station. **(6 marks)**
- f) Outline any **FOUR** ways in which producers and presenters in the station above would use music. **(6 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Discuss **SEVEN** qualities of a good script. **(14 marks)**
- b) Enumerate styles used by producers to make their program captivating to the audience. **(6 marks)**

QUESTION 3

- a) Discuss any **FIVE** functions of radio in society. **(10 marks)**
- b) Spell out any **FIVE** shortcomings of radio as identified by media scholars. **(10 marks)**

QUESTION 4

- a) Explain **THREE** different stages of radio program production. **(6 marks)**
- b) Write short notes on the following:
- i) Microphones
 - ii) Sound affects
 - iii) Music
 - iv) Podcasting
- (6 marks)**
- c) i) Identify **THREE** challenges faced by private radio stations in their programming. **(6 marks)**
- ii) Outline any **TWO** functions of editing in radio production. **(2 marks)**