



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Distinguish between a radio broadcast and a podcast. **(4 marks)**
- b) Describe how a radio producer generates ideas. **(6 marks)**
- c) i) Define a polar pattern. **(2 marks)**
ii) Define the frequency response curve of a microphone. **(2 marks)**
iii) Describe the main types of microphone polar patterns. **(6 marks)**
- d) Describe how one can use music in a radio programme. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain why a script is considered a fundamental aspect of radio production. **(10 marks)**
- b) Discuss the qualities/skills of a good producer of radio programs. **(10 marks)**

QUESTION 3

With the use of diagrams discuss how each of the **THREE** main types of microphone works and its advantages. **(20 marks)**

QUESTION 4

Discuss the virtues of a good interview for a radio broadcast. **(20 marks)**