



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

BMC 1110: RADIO PRODUCTION BASICS

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) Briefly explain what you understand with the following:
- i) Live broadcasting
 - ii) Production studios
 - iii) Signature tune
 - iv) Fade in
 - v) Cue in
- (10 marks)**
- b) Identify any **FIVE** drawbacks of radio as a medium of communication. **(6 marks)**
- c) i) Identify any **FOUR** field equipment used by radio reporters today. **(4 marks)**
ii) Distinguish between pre-production and post-production. **(4 marks)**
iii) As a trainee producer, discuss your entry point into the world of broadcasting. **(6 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain any **FOUR** functions of editing in radio production. **(10 marks)**
- b) Give any reasons to justify why you have to script before getting into the studio for a recording session. **(10 marks)**

QUESTION 3

- a) Briefly explain what you understand with the following:
- i) Broadcasting
 - ii) Program production
 - iii) Radio package
 - iv) Podcasting
 - v) Community radio
- (10 marks)**
- b) Identify any **FOUR** program formats commonly used in a station of your choice. **(10 marks)**

QUESTION 4

- a) i) Define magazine program. **(2 marks)**
ii) Outline any **FIVE** factors that influence the reception of program. **(10 marks)**
- b) i) Distinguish between live and pre-recorded programs. **(2 marks)**
ii) Discuss any **SIX** types of interviews used in radio broadcasting. **(6 marks)**