



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR IN MASS COMMUNICATION

HMC4303: RADIO PRODUCTION

END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: APR 2025

Instructions to Candidates

You should have the following for the examination

Answer Booklet, Examination Pass and Student ID During Submission

This paper consists of four Sections. Consider all **SECTIONS** (Compulsory)

Ensure proper Referencing/ Credits where necessary.

Submit Spiral Bound Radio Production Proposal alongside Audio Project Guide.

ALL SECTIONS (Compulsory) - 100 Marks

Identify an idea of your choice, a Genre of your choice and develop a Radio Production Programme for a weekly show

- a. Develop a Radio Production Proposal that covers all the recommended sections; (30 Mks)
 - i. Cover Page (5 Marks)
 - ii. Background Information (5 Marks)
 - iii. Objectives (3 Marks)
 - iv. Synopsis (1 Mark)
 - v. Script/Treatment (2 Marks)
 - vi. Work Schedule (2 Marks)
 - vii. Productions Budget (2 Marks)
- b. Apply Six Key Elements of Radio Programme where applicable; (30 Mks)
 - i. Music (5 Marks)

- ii. Sound Effects (5 Marks)
- iii. Script (5 Marks)
- iv. NAT SOUNDS (5 Marks)
- v. Silence (5 Marks)
- vi. Human Voice (5 Marks)
- c. Consider the following and how they effectively facilitate your programme; (20 Mks)
 - i. Intro – Use Pyramid Style of Presentation/Writing (10 Marks)
 - ii. Outro – Ending with a catchy statement (10 Marks)
- d. Consider and conduct Audience Analysis for effectiveness of your Radio Programme (20 Mks)