



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2106: RADIO PRODUCTION TECHNIQUES 1

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: 5Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of five questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- i. You have employed as a radio Producer with Wazima radio. Name **FOUR** types of radio program formats. (8 Marks)
- ii. Explain **SIX** factors influencing program content. (12 Marks)
- iii. Discuss **FIVE** challenges facing radio in the digital era. (10 Marks)

Question TWO

- i. You have been appointed to work with Jerusalem radio station. Describe **FIVE** sources of program ideas for this station. (10 Marks)
- ii. Discuss **FIVE** ways you will use to understand your radio audience. (10 Marks)

Question THREE

- i. BEKI radio has engaged you as their radio manager. Discuss **FOUR** ownership structures in radio. (8 Marks)
- ii. Explain **SIX** types of sound. (12 Marks)

Question FOUR

- i. You want to record a voice narration of a news item you covered today. Kindly describe **FIVE** guidelines you will use to record high quality audio. (10 Marks)
- ii. Describe **FIVE** roles of audio transitions. (10 Marks)

Question FIVE

- i. You are a radio Producer with Daima radio station. Explain **SIX** types of audio productions. (12 Marks)
- ii. Identify **FOUR** types of radio equipment. (8 Marks)