



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

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) Briefly explain what you understand with the following:
- i) Broadcasting
 - ii) Program production
 - iii) Radio package
 - iv) Podcasting
 - v) Community radio
- (10 marks)**
- b) Outline why radio is considered the most ideal medium for promoting peace in Southern Sudan.
- (6 marks)**
- c) i) Identify any **TWO** types of studios found in a broadcast environment.
- (4 marks)**
- ii) As a trainee producer, discuss your expected entry print into the world of radio broadcasting.
- (6 marks)**
- iii) Identify any **FOUR** types of microphones in use today.
- (4 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Reception and adoption of radio messages is influenced by several factors, identify and briefly explain any **FIVE** such factors.
- (10 marks)**
- b) Identify any **FOUR** program formats commonly used in a status of your choice.
- (10 marks)**

QUESTION 3

- a) State and briefly explain any **FIVE** reasons why scripting is considered as an intergral part of broadcasting.
- (10 marks)**
- b) As a programme producer, explain how you can make your radio program interesting.
- (10 marks)**

QUESTION 4

- a) Distinguish between writing for a radio and print magazine.
- (10 marks)**
- b) Discuss any **FIVE** challenges one is likely to face while using radio to communicate public health issues.
- (10 marks)**