



# **TECHNICAL UNIVERSITY OF MOMBASA**

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R II)

## **BMC 2106: RADIO PRODUCTION TECHNIQUES I**

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 Three printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

Read the following passage and answer the questions that follow:

You have been contracted as a media consultant at the Mombasa County government. Your key task is to help in the establishment of a viable radio station that will enable the organization unify and propagate its agenda to redents within the country. The station will operate on a high power transmitter covering a radius of 60 kilimetres

- a) What language would you advice the station to use in its broadcast? **(2 marks)**
- b) Advise the county on various sources of revenue that may be tapped used by the station. **(6 marks)**
- c) Develop a management structure for the station. Use a simple diagram to illustrate your response. **(6 marks)**
- d) Briefly explain what influence the county assembly might have on the station. **(6 marks)**
- e) Outline any **FOUR** reasons that may have motivated the county to venture into radio broadcasting. **(6 marks)**
- f) Briefly outline any **FOUR** qualities you would look for while recruiting production staff for your client. **(4 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Outline any **FIVE** factors that influence programme content and shape. **(10 marks)**
- b) Identify any **FOUR** factors a producer should consider before coming up with a program. **(8 marks)**
- c) Briefly explain why more stations have more adverts than others. **(2 marks)**

### QUESTION 3

- a) Outline any **THREE** legal and ethical issues a programme producer has to consider while coming up with a program. **(6 marks)**
- b) Enumerate any **FIVE** shortcomings of radio as identified by media scholars. **(10 marks)**
- c) Outline the reasons for program editing. **(4 marks)**

### QUESTION 4

Assume you were a senior producer incharge of current affairs at “TUM FM”.

- a) Briefly explain any **FOUR** qualities you would consider before picking actualities to run in your program. **(10 marks)**
- b) Outline any **THREE** types of actualities you are likely to receive from contributors. **(6 marks)**
- c) Identify any **FOUR** types of intenes you will use in your program. **(4 marks)**