



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

## **BMC 2218: RADIO PRODUCTION TECHNIQUES II**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 2013

**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

- a) Identify any **TWO** factors you would consider while selecting microphones for outside recording. **(2 marks)**
- b) Briefly explain how the following would affect programming:  
i) A guests vocal appeal  
ii) Station policy  
iii) Technical equipment  
iv) Target audience. **(10 marks)**
- c) i) Define program consistency. **(2 marks)**  
ii) Explain how a producer can ensure program consistency. **(10 marks)**
- d) Identify any **FOUR** microphone positions used in drama production. **(6 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Discuss how advancement in information technology has affected radio broadcasting in Kenya. **(12 marks)**
- b) Discuss any **FOUR** challenges producers face while using internet for content reach. **(8 marks)**

### QUESTION 3

- a) Write short notes on the following: **(15 marks)**  
i) Radio program formats  
ii) Public broadcasting  
iii) Radio traffic  
iv) Studio clock  
v) Microphone positions
- b) State any **FIVE** uses of sound effects in production. **(5 marks)**

### QUESTION 4

- a) With relevant examples discuss any **FIVE** types of intros used in radio. **(10 marks)**
- b) Outline any **FIVE** challenges facing radio script writers in Kenya. **(10 marks)**

### QUESTION 5

- a) Outline any **FIVE** functions of editing in Radio program production. **(10 marks)**
- b) Discuss how one can maintain balance in programming. **(10 marks)**