



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

BMC 1112: RADIO PRODUCTION BASICS

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 Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Distinguish between a magazine and feature package. **(4 marks)**
- b) Discuss any **FOUR** factors that make radio an ideal medium of communication among Kenyans. **(8 marks)**
- c) As a programme producer, state any **FOUR** challenges one is likely to encounter while working in a regional station. **(4 marks)**
- d) Identify any **FOUR** types of intros one can use in a feature presentation. **(8 marks)**
- e) Identify any **SIX** equipment found in a production studio. **(6 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Identify any **FIVE** functions of Radio in society. **(10 marks)**
- b) Briefly explain how a producer can make radio programs interesting. **(10 marks)**

QUESTION 3

- a) Distinguish between writing for the eye and writing for the ear. **(8 marks)**
- b) Identify any **SIX** qualities of a good broadcast copy. **(12 marks)**

QUESTION 4

- a) Discuss any **FOUR** functions of editing in radio production. **(8 marks)**
- b) Discuss any **FOUR** principles of a good edit. **(8 marks)**
- c) Identify any **FOUR** uses of music in radio programming. **(4 marks)**

QUESTION 5

- a) Briefly discuss any **FIVE** factors a producer ought to consider while selecting air find for a programme. **(10 marks)**
- b) Outline any **FIVE** stages one goes through while producing a program. **(10 marks)**