



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 2)

BMC 2106: RADIO PRODUCTION TECHNIQUES I

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Radio programming employs several strategies and tactics to attract and hold audience attention. Briefly explain any strategies that can be used by a community broadcaster and script writers to entertain and motivate positive behaviour in the audience. **(12 marks)**
- b) Illustrate different characteristics of the spoken word that a radio producer ought to be aware of. **(6 marks)**
- c) Write short notes on the following:
i) Microphones
ii) Sound effects
iii) Music **(6 marks)**
- d) Outline the **THREE** main stages in radio production. **(6 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Assume you were invited to give a talk to a group of students on radio production. Give an outline of what you will present to them on elements of radio production. **(12 marks)**
- b) Explain to the students in (2) above how and why producers have to ensure program consistency. **(8 marks)**

QUESTION 3

- a) Briefly explain how proprietors and advertisers influence station content. **(6 marks)**
- b) Using a block diagram, briefly explain how a broadcast signal travels from the studio to the audience. **(12 marks)**
- c) Explain how audience influence content of a radio station. **(2 marks)**

QUESTION 4

- a) Discuss any **FIVE** reasons to justify why many advertisers still favour radio over other forms of communication. **(10 marks)**
- b) Using examples briefly outline any **FIVE** challenges the advertisers in (3) above face while using radio. **(10 marks)**