



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

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) As a programme producer, briefly explain why you will insist on scripts before any production. **(8 marks)**
- b) Using a block diagram briefly explain the broadcast transmission chain. **(8 marks)**
- c) Outline any **FOUR** major benefits of radio as a medium of communication. **(8 marks)**
- d) Identify any **FOUR** microphone positions used in radio production. **(6 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Identify any **TWO** types of studios found in a broadcast environment. **(6 marks)**
- b) Briefly explain why presenters have to go through any script before going on air. **(6 marks)**
- c) Identify any **FOUR** strategies a producer can use to make his programme interesting. **(8 marks)**

QUESTION 3

- a) Explain any **FOUR** functions of editing on radio. **(6 marks)**
- b) Assume you were to produce a programme on organic farming. Identify the main stages you will go through upto the time the programme gets on air. **(12 marks)**
- c) State any **FOUR** functions of interviews. **(2 marks)**