



# 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:** DECEMBER 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Answer all questions in Section **A**.
- Answer any other **Two** questions in Section **B**.

***This paper consists of Three printed pages.***

## **SECTION A (Compulsory)**

### **QUESTION 1**

- a) Define Broadcasting. (2 marks)
- b) Distinguish between community broadcasting and commercial broadcasting. (4marks)
- c) Identify any 4 key personal in a radio broadcast environment. (4marks)
- d) Distinguish between a feature and a magazine program. (4 marks)
- e) Outline and 4 FOUR sources of program ideas for a local FM channel. (4marks)
- f) Briefly explain the importance of editing to program production. (4marks)
- g) State any 4 qualities of a broadcast interview. (4marks)
- h) Identify any 4 ethical issues in radio broadcasting in Kenya. (4marks)

## **SECTION B (Attempt any TWO questions)**

### **QUESTION 2**

- a) Discuss any FIVE (5) contributions of radio to social development in coast province. (10marks)
- ii) Write short notes on the following:
  - a) Community broadcasting (4marks)
  - b) Public broadcasting (4marks)
  - c) Program production (2marks)

### **QUESTION 3**

- a) As a program producer, outline the stages you would go through while producing a feature on life at the technical University of Mombasa. (12marks)
- b) Outline any 4 methods you would use to make the program in b 3(i) above interesting. (8marks)

### **QUESTION 4**

Assume you were assigned to conduct an interview with the Mombasa governor on the country budgeting process.

- i) Outline how you would prepare for the interview above. (10marks)
  
  - ii) Identify any 5 things the governor may do to make you lose control. (10marks)
- b) Using examples briefly outline any FIVE challenges the advertisers in (3) above face while using radio. (10marks)