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UNIVERSITY EXAMINATIONS

**2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

[BROADCAST & PRINT MEDIA OPTION]

COURSE CODE: JMB 412

COURSE TITLE: RADIO PRODUCTION

DATE: 26TH APRIL, 2023

TIME: 9.00 - 11.00AM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions. Marks will only be awarded to well-articulated and example-based answers.

TIME: 2 Hours

QUESTION ONE - COMPULSORY (30 MARKS)

You are an advertising custodian working with a radio station producer for a match box:

- a) Highlight five possible advert formats to be adopted in the script. (5 marks)
- b) Explain cardinal consideration while developing the radio script. (15 marks)
- c) Develop a drama script lasting for 45 seconds involving three characters. (10 marks)

QUESTION TWO (20 MARKS)

Imagine you are an editor in a radio station. You are supposed to give an orientation to internship students regarding news programmes. Using relevant examples explain to them the components of a news programme.

QUESTION THREE (20 MARKS)

- a) Assume that you are a station manager for Kibabii FM. Explain to amateur journalists newly employed in your radio station why audience survey is important for your media house. (10 marks)
- b) Explain to the said journalists above why scripting is important for every radio programme. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Briefly describe the concept social media. (5 marks)
- b) Imagine you have been newly employed as a producer for a new radio station; explain how social media is likely to influence your work. (15 marks)

QUESTION FIVE (20 MARKS)

- a) What are sound effects in radio production? (5 marks)
- b) Discuss how and when sound effects are used in radio programmes production. (15 marks)