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UNIVERSITY EXAMINATIONS

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

MAIN EXAMINATION

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

COURSE CODE: JMB 427

COURSE TITLE: ADVANCED BROADCAST PRODUCTION

DATE: 7TH AUGUST, 2023

TIME: 8.00 - 10.00AM

INSTRUCTION TO CANDIDATES

Answer Question ONE and any other TWO Questions.

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

QUESTION ONE – COMPULSORY (30 MARKS)

Read the following drama and answer the questions below it.

- Old man Waiter, waiter.
- Waiter May I take your order, Sir.
- Old man A good waiter has sharp ears!
- Waiter I am at your service, "mzee"
- Old man *Wazee* walienda retire.....Make your order sweet-heart.
- Young girl. Red wine, a pair of sausages and what...I think that won't harm us for a start.
- Waiter What of you *mheshimiwa*?
- Old man *Waheshimiwa* wako bunge watuibia pesa zetu...her order is mine too.
- Young girl He looks confused. Is he really qualified for this job?
- Old man Let's forget about this good-for-nothing fellow, dear. I love you dear.
- Young girl What is love?
- Old man When I talk to a beautiful girl like you and make my heart feel warm, so warm that no cold wine cools it, I know that is love!
- Young girl But we have just met this evening. We are still strangers to each other. How can you pretend to love me?
- Old man A stranger is only a lover you don't know yet!
- Young girl Are you not married?
- Old man Marriage is not a career just as eating or sleeping is not.
- Young girl Neither love is.
- Old man Meaning?
- Young girl We are just friends. I am not even sure if we are friends yet.
- Old man Friendship comes before love of course and we have passed the friendship stage, anyway!
- Young girl I suggest that we just remain friends. Friendship is higher and more enduring than love!
- Old man Shhhh! That good-for-nothing waiter is coming back.
- Young girl May you get me O.J, please?
- Waiter What is that?
- Young girl *Orange juice of course!*
- Waiter How will wine mix with orange juice?
- Young girl It is none of your problem!
- Waiter Ok
- Old man I told you that young man is good-for-nothing.

Young girl This sausage is quite delicious.

Old man Sure? Order for more. *Feelanga* free.

Young girl You are yet to answer my question.

Old man Which one?

Young girl Are you not married?

Old man Ours wasn't marriage. It was only living together or something worse!

Young girl What happened? Was it an arranged marriage by your parents?

Old man How I wish it was! Our marriage was not build on common interest. It was build on opposing interests!

Young girl *Kwa hivyo? Kaput kabisa?*

Old man We called it a day and divorced. It is now five years down in history!

Young girl That sounds interesting. You are now all alone.

Old man Yeah. That is why I am presenting my CV and possibly nomination papers to you. I must quit the bachelor's club.

Young girl I don't understand you!

Old man Are you worried of my old age? I am sixty-six now!

Young girl Sixty-six is the flower of one's age. You are now entering the prime of manhood!

Old man But twenty years younger wouldn't do me any harm!

Young girl Twenty is the age of confused young men struggling to get out of teenage shells.

Old man You mean...

Young girl And remember, you are the type that will live to be a hundred and seventy-five years like Abraham.

Old man You make me feel...

Young girl And if you must die, God will surely bring you back like *Lazaro!*

Old man Ooh! where on earth did you learn to make speeches like that?

Young girl Will you be angry with me if I ask a little favour of you?

Old man Go ahead, the daughter of my mother-in-law. Ask for anything buyable by money!

Young girl Buy me *credo*.

Old man What type of food is that sweetheart?

Young girl Sorry, dear. I mean credit or airtime worth Kshs 500.00. I want to call my good-for-nothing boyfriend and stop him from following me.

Old man Please, take this Kshs 1000.00. Buy enough airtime and stop him from wasting a beautiful girl like you. You are all mine now and ever.

Young girl Amen and thanks. Now, will you be angry if I make another humble request again?

Old man You don't have to beg. What is mine is yours and ours. What is it, dear?

Young man Advance me fifteen thousand shillings I pay rent for my house. The landlord.....
Old man You don't have to explain. Here, take twenty thousand. What are lovers for?
 You want another drink? Don't starve. You are now the wife of a rich man!
Young girl Thanks for the money. And, who wouldn't want another drink anyway?

Suddenly, a shabbily dressed middle-aged woman bursts in the private bar-room in company of two burly men. She claims to be the legit wife of the old man. She grabs the young girl by the neck as the men snatch the wallet full of money from the old man. The girl and the old man are frog matched out.

- (a) Critique the above drama (10 marks)
- (b) Write a synopsis about the drama (10 marks)
- (c) Write character biographies of the artistes in the drama (10 marks)

QUESTION TWO (20 MARKS)

As a radio programmes Production consultant and 0.00 KIBU FM management has invited you to train newly employed Radio Journalists during their induction session. One of your topics is Radio Magazine. By use of examples, explain to them what a radio magazine is and how it is produced.

QUESTION THREE (20 MARKS)

You are an independent TV producer, contributing content to Kenya Broadcasting Corporation (KBC). Your next production is on location, a talk-show programme involving a presenter and two guests.

- (a) Draw a **floor plan** detailing how you will achieve this. (10 marks)
- (b) What measures will you put in place to realize a crystal-clear programme, with regard to both **sound** and **lighting**. (10 marks)

QUESTION FOUR (20 MARKS)

Write short notes on the following:

- (a) Radio Documentary (10 marks)
- (b) Radio Feature (10 marks)

QUESTION FIVE (20 MARKS)

Discuss the marketing functions of radio.