



GRETSA UNIVERSITY - THIKA

UNIVERSITY EXAMINATIONS JANUARY - APRIL 2021 SEMESTER

CERTIFICATE IN JOURNALISM AND MASS COMMUNICATION

COURSE CODE: CJMC 002

COURSE TITLE: TV AND RADIO PRODUCTION

DATE: 10 MAY 2021

TIME: 3.00 PM – 6:00 PM

INSTRUCTIONS TO CANDIDATES

1. SECTION A IS **COMPULSORY**.
2. SECTION B: ANSWER ANY OTHER **THREE** QUESTIONS.
3. **DO NOT** WRITE ANYTHING ON THIS QUESTION PAPER AS IT WILL BE AN EXAM IRREGULARITY.
4. ALL ROUGH WORK SHOULD BE AT THE BACK OF YOUR ANSWER BOOKLET AND CROSSED OUT.

CAUTION: All exam rooms are under CCTV surveillance during the examination period.

SECTION A: COMPULSORY

QUESTION ONE

- a) Production of programmes for both TV and Radio can be done in a studio. Describe the types of studios used while citing their uses. **[10 Marks]**
- b) There has been increase in the number of vernacular Radio stations in Kenya. Evaluate the roles of vernacular radio stations in Kenya while giving examples. **[5 Marks]**
- c) Compare and contrast Radio and TV as a mass medium **[10 Marks]**
- d) Trace the history of Radio and TV in Kenya to date citing their achievements. **[10 Marks]**
- e) Journalists are guided by the code of conduct/ethics. Analyze the areas covered by this code that are considered in broadcasting. **[5 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Newsroom is the heartbeat of a broadcast station. Examine the sources of news for any broadcast media. **[10 Marks]**
- b) Audience analysis in Radio and TV determines the programme to be produced. Describe the factors to consider when analyzing audiences to prepare a programme. **[10 Marks]**

QUESTION THREE

- a) Every TV or Radio programme must undergo three stages of programme production. Analyze these stages and show what each of them entails **[10 Marks]**
- b) Radio and TV programmes requires quality production of sound. Evaluate the categories of microphones available and specify their uses. **[10 Marks]**

QUESTION FOUR

- a) Digital migration has led to media freedom and increase in production of local content. Explore the types of Television programmes available and give an example of each with reference to local stations. **[15 Marks]**
- b) As an upcoming presenter, describe the qualities you ought to possess to ensure your presentation skills on TV is successful. **[5 Marks]**

QUESTION FIVE

- a) There are different personnel for broadcast media. Identify personnel in a major TV and show their responsibilities. **[10 Marks]**
- b) Broadcasting stations are controlled by regulations. Explore categories of media controls/regulations and show how each of them works. **[10 Marks]**

