



GRE TSA UNIVERSITY - THIKA

**UNIVERSITY EXAMINATIONS
JANUARY - APRIL 2021 SEMESTER**

**DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: DJMC 017

COURSE TITLE: RADIO PRODUCTION

DATE: 10 MAY 2021

TIME: 8:00 AM - 11:00 AM

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) Radio is a mass medium. Analyze five characteristics of Radio as a mass medium in Kenya. **[5 Marks]**
- b) Journalists in a Radio station have various roles. Examine the major personnel you would find in a Radio station and give their roles **[5 Marks]**
- c) “Radio is Sound “. Explain this by giving the elements of quality sound. **[5 Marks]**
- d) When developing a story for a Radio production, a student of Journalism should outline the news values required to assess a story. Analyze these values and give examples. **[10 Marks]**
- e) A Radio producer has to observe certain requirements when developing a programme. Evaluate the qualities every Radio programme ought to have. **[5 Marks]**
- f) The process of producing a Radio programme undergoes three stages. Analyze these stages indicating what every stage entails. **[10 Marks]**

SECTION B: ANSWER ANY THREE QUESTIONS

QUESTION TWO

- a) Planning a radio programme determines its success. Explore the Principles of Planning a Radio Program that every producer observes. **[10 Marks]**
- b) Analyze the factors to consider when identifying your target audiences before producing a Radio programme while giving examples. **[10 Marks]**

QUESTION THREE

- a) News reports are categorized in to three. Analyze these categories of news for Radio and cite examples. **[10 Marks]**
- b) Digitization has led to media liberalization and increase in production of local content. Explore the different types Radio programmes available in our local stations today and give an example of each. **[10 Marks]**

QUESTION FOUR

- a) Every Radio station has various departments that perform different tasks. Examine these departments while giving their functions. **[15 Marks]**
- b) Interviewing is a major activity in Radio. Analyze the types of interviews used in Radio programmes and cite relevant examples. **[5 Marks]**

QUESTION FIVE

- a) Digital migration has led to increase in number of Radio stations in Kenya especially those using community languages. Assess the benefits of vernacular Radio stations to Kenyan communities. **[10 Marks]**
- b) Evaluate the benefits to Kenyans of 40% airing of local content by all broadcasting stations in Kenya as a government regulation , especially Radio stations and give specific examples. **[10 Marks]**