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(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2021 /2022 ACADEMIC YEAR
FIRST YEAR SECOND SEMESTER
PART TIME CLASS**

MAIN EXAMINATION

FOR THE DEGREE OF BACHELOR OF EDUCATION (ARTS)

COURSE CODE: LIT 122

COURSE TITLE: URBAN LITERATURES FROM EAST AFRICA

DATE: 18th May

TIME:

INSTRUCTIONS TO CANDIDATES

TIME: 2 Hours

Answer Question **ONE** and any other **TWO** Questions. Avoid duplication of materials.

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

KIBU observes **ZERO** tolerance to examination cheating

QUESTION 1

- a) Assume that you been hired by a radio station to be launched in the near future as a manager, explain the four mechanisms through which you will help create or generate programmes for the station (12mks)
- b) You are a newly employed radio station manager in a town full of media outlets, explain how you can convince a potential advertiser to opt use radio as the main medium for publicity creation rather than other media. (10mks)
- c) Briefly explain four documentary script and production patterns (8mks)

QUESTION 2

- a) Assume that you are a station manager for Kibabii FM. Explain to amateur journalists newly employed in your radio station how listener participation is achieved by your media house (10mks).
- b) Explain to the said journalists above the importance of having a script for every programme and the consideration to be observed when writing for the radio (10mks)

QUESTION 3

- a) Assume you are a radio host required to run a 30 minutes straight talk show on a topic xenophobia in Africa. Develop a script to guide you run the programme with the help of two guests: one being a political science lecturer and another an international relations analyst (15mks)
- b) Outline five qualities of a radio commercial of advert (5mks)

QUESTION 4

- a) Outline the ideal structure and components of a news programme (8mks)
- b) Develop imaginatively a Swahili news script for Kibabii FM carrying three news items (12mks).

QUESTION 5

- a) Describe the main features of a magazine and sequence in radio programmes (15mks)
- b) Define the concept infomercial in radio programming (5mks).