



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

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

**COURSE CODE: JMB 412**

**COURSE TITLE: RADIO PRODUCTION**

**DATE: 15<sup>TH</sup> NOVEMBER, 2022**

**TIME: 8.00 - 10.00AM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

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

**KIBU** observes **ZERO** tolerance to examination cheating.

**QUESTION ONE - COMPULSORY (30 MARKS)**

- a) Assume that you been hired as a manager for a radio station to be launched in the near future, explain to your colleagues the five likely broadcasting challenges likely to be encountered. (15 marks)
- b) You are a newly employed radio station manager in a town full of media outlets, explain to your colleagues' five possible programme scheduling strategies to be used in attempt of maintaining audience attention. (10 marks)
- c) Outline five radio features. (5 marks)

**QUESTION TWO (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 THREE (20 MARKS)**

- a) Briefly describe the concept social media. (5 marks)
- b) Discuss how social media platforms have affected radio production. (15 marks)

**QUESTION FOUR (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)

**QUESTION FIVE (20 MARKS)**

Discuss the main types of microphones and explain how they are used in radio programmes production.