



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2024/2025 ACADEMIC YEAR
FIRST YEAR FIRST SEMESTER**

MAIN EXAMINATION

**FOR THE DIPLOMA OF JOURNALISM AND MASS
COMMUNICATION**

COURSE CODE: DCU 132

COURSE TITLE: INTRODUCTION TO COMMUNICATION RESEARCH

DATE: 10TH JANUARY, 2025

TIME: 2.00 - 4.00PM

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) Explain briefly why knowing the intended audience is important for developing an effective script for a radio programme. (5 marks)
- b) Explain briefly why conversational style of scripting is preferred in radio. (5 marks)
- c) Explain to a novice presenter why any radio show requires a script. (10 marks)
- d) Script a 15 minute radio news programme. The programme must have at least four field reporters. (10 marks)

QUESTION TWO (20 MARKS)

- a) Commercials are examples of full scripted radio programmes. Explain why full scripting is preferred in commercials. (10 marks)
- b) Explain key elements to be considered while developing a script for a commercial. (10 marks)

QUESTION THREE (20 MARKS)

- a) Briefly discuss five TV scripting formats. (10 marks)
- b) Explain five reasons why TV log is important in daily programme scheduling. (10 marks)

QUESTION FOUR (20 MARKS)

- a) Explain key guidelines to be considered while developing a radio script. (10 marks)
- b) Script a 45 second Duracell radio advert. (10 marks)

QUESTION FIVE (20 MARKS)

- a) Develop a split page script guide for a programme on xenophobia in South Africa. (10 marks)
- b) Write a semi script guide for a programme on xenophobia in South Africa. (10 marks)