



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER MAIN EXAM

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

COURSE CODE: JMC 418

COURSE TITLE: ADVANCED RADIO PRODUCTION

DATE: 06/12/2023

TIME: 8.00 am-10.00 am

INSTRUCTIONS TO THE CANDIDATE

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

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

1. (a) Discuss the concept of radio production? (2 marks)
- (b) Illustrate key functions of a radio program producer in program production with reference to programs of your choice? (8 marks)
- (c) You have applied for the MCK radio grant in production. Pitch a 7 minutes radio program on Climate Change in Kenya? (20 minutes)
2. (a) What is a microphone? (2 marks)
- (b) State and explain four characteristics of radio? (8 marks)
- (c) Discuss the key radio equipment that necessitates radio production? (10 marks)
3. (a) Radio program production goes through stages. Discuss six key stages with relevant examples that program creation undergoes? (18 marks)
- (b) What is radio? (2 marks)
4. Mwiya Secondary Journalism Association Group are interested in developing a variety of radio programs. As an expert in production discuss with the group ten program formats citing relevant examples that they can employ in their production? (20 marks)
5. (a) What the radio says is consumed as truth by the audience. Discuss the position of radio to the society today? (10 marks)
- (b) Discuss the argument that radio programs no longer interest the listener? (10 marks)
6. (a) Why is research an important component of radio program production? (10 marks)
- (b) What do you understand by the following as applied in radio production?
 - i. Program concept (2 marks)
 - ii. Radio magazine (2 marks)
 - iii. FM (2 marks)
 - iv. Docu-drama (2 marks)
 - v. Radio documentary (2 marks)