



# KISII UNIVERSITY

## UNIVERSITY EXAMINATIONS

**SECOND YEAR EXAMINATION FOR THE AWARD OF THE DEGREE OF  
BACHELOR OF ARTS IN COMMUNICATION AND MEDIA  
FIRST SEMESTER 2022/2023  
[SEPTEMBER-DECEMBER, 2022]**

### **COMM 262: RADIO PRODUCTION**

**STREAM: Y2S1**

**TIME: 2 HOURS**

**DAY: TUESDAY, 12:00 – 2:00 PM**

**DATE: 20/12/2022**

#### **INSTRUCTIONS**

- 1. Do not write anything on this question paper.***
- 2. Answer question ONE and any other TWO questions.***

Q1. (a) Discuss any ten characteristics of radio broadcasting. (10 marks)

(b) Basing on your own observations explain the challenges facing radio industry in Kenya. (10 marks)

(b) Outline the steps involved in writing a radio programme proposal for a public broadcaster. (10 marks)

Q2. (a) Explain any five radio programme formats common in contemporary radio stations. (10 marks)

(b) With relevant examples differentiate between a public broadcaster and Community radio stations

Q3. (a) Explain any five types of radio documentaries. (15 marks)

(b) What are the principal functions of radio as a medium of communication? (5 marks)

Q4. (a) With explanations state why it is more advantageous to use short simple sentences than long windy ones in radio broadcast. (10 marks)

(b) Using examples identify the various studios available in a serious radio station. (10 marks)

Q5. (a) Explain the radio signal transmission process. (10 marks)

(b) Explain the various types of outside broadcasts available to broadcast journalists. (10 marks)