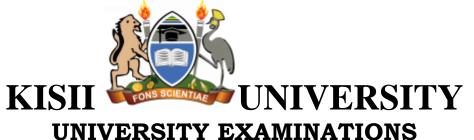
DJM 0110



FIRST YEAR EXAMINATION FOR THE AWARD OF THE DIPLOMA IN JOURNALISM AND MASS COMMUNICATION SECOND SEMESTER, 2023/2024 (JANUARY-APRIL, 2024)

DJM 0110: RADIO PRODUCTION

STREAM: Y1 S2

TIME: 2 HOURS

DATE: 23/04/2024

DAY: TUESDAY, 12:00 - 2:00 P.M.

INSTRUCTIONS

- 1. Do not write anything on this question paper.
- 2. Answer Question ONE (compulsory) and any other TWO Questions.

QUESTION 1 (30 MARKS)

a)	Describe the <u>THREE</u> stages of radio production.	(12 marks)
b)	Discuss <u>FIVE</u> sections in a typical radio studio.	(10 maraks)

c) Explain **FOUR** characteristics of a radio. (8 marks)

QUESTION 2 (20 MARKS)

(a) Define the following terminologies used in radio production

i.	Dead air	(2 marks)		
ii.	Cross fade	(2 marks)		
iii.	Jingle	(2 marks)		
iv.	Line-up	(2 marks)		
v.	Vox pop	(2 marks)		
(b) Describe an acoustic treated room. (10 marks)				

Page **1** of **2**

QUESTION THREE

a)	Discuss FOUR different sources of radio news.	(8 marks)		
b)	Using examples, explain the $\underline{\mathbf{THREE}}$ radio programme formats.	(12 marks)		
QUESTION FOUR				
(a)	Explain <u>FIVE</u> challenges facing radio in Kenya today.	(10 marks)		
(b)	Explore the role of radio as an effective tool in rural developmen	t. (10 marks)		
QUESTION FIVE				
a.	Discuss <u>FIVE</u> roles of a radio producer.	(10 marks)		
b.	Explain what audience analysis entails.	(10 marks)		