



KISII UNIVERSITY
UNIVERSITY EXAMINATIONS

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

DAY: TUESDAY, 12:00 – 2:00 P.M.

DATE: 23/04/2024

INSTRUCTIONS

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

QUESTION 1 (30 MARKS)

- Describe the **THREE** stages of radio production. (12 marks)
- Discuss **FIVE** sections in a typical radio studio. (10 marks)
- Explain **FOUR** characteristics of a radio. (8 marks)

QUESTION 2 (20 MARKS)

- Define the following terminologies used in radio production
 - Dead air (2 marks)
 - Cross fade (2 marks)
 - Jingle (2 marks)
 - Line-up (2 marks)
 - Vox pop (2 marks)
- Describe an acoustic treated room. (10 marks)

QUESTION THREE

- a) Discuss **FOUR** different sources of radio news. (8 marks)
- b) Using examples, explain the **THREE** radio programme formats. (12 marks)

QUESTION FOUR

- (a) Explain **FIVE** challenges facing radio in Kenya today. (10 marks)
- (b) Explore the role of radio as an effective tool in rural development. (10 marks)

QUESTION FIVE

- a. Discuss **FIVE** roles of a radio producer. (10 marks)
- b. Explain what audience analysis entails. (10 marks)