



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2018/2019 ACADEMIC YEAR

FOURTH YEAR/ SECOND SEMESTER

SCHOOL OF ARTS & SOCIAL SCIENCES

BACHELOR OF COMMUNICATION AND

PUBLIC RELATIONS

REGULAR EXAMINATIONS

COURSE CODE: CMM 418

COURSE TITLE: RADIO PRODUCTION AND

PROGRAMMING

DATE: 18TH APRIL 2019

TIME: 11AM-1PM

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE and any other TWO questions

This is a practical exam that seeks to test creativity, script writing, audio/sound editing and recording. Awarding of marks will be based on clarity of recorded programs, proper laying of beds (background music), and synchrony of beds with the recorded audio and proper editing.

Instructions: Ensure that the following deliverables are recorded, edited and stored on a DVD.

1. Mini drama (30 marks)
2. Radio feature (20 Marks)
3. Commercial (20 Marks)