



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS HUMANITIES SOCIAL
SCIENCES & CREATIVE INDUSTRIES
COMMON COURSE**

**COURSE CODE: CMJ 4101
COURSE TITLE: RADIO PRODUCTION**

DATE: 9TH DECEMBER, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

1. Answer question ONE and any other TWO questions

*This paper consists of **THREE** printed pages. Please turn over*

QUESTION ONE (30Marks)

1. (a). Explain what you understand by the term radio production.
(5mks)
- (b). Discuss the activities within each of the following stages of radio production
 - i. Pre-production **(5marks)**
 - ii. Production **(5marks)**
 - iii. Post production **(5marks)**
- (c). The microphone is the most important element when presenting a radio program. Explain the various types of microphones and their applicability in a broadcast radio station **(6marks)**
- (d). Music is the soul of radio. It is used in different ways. Explain what music does to any radio format **(4marks)**

QUESTION TWO (20 Marks)

- a. With vivid examples, discuss the elements of radio production.
(10marks)
- b. Radio language is said to be conversational in nature. What are the qualities of communication language **(10 marks)**

QUESTION THREE (20 Marks)

- a. Radio program is born as an idea and its conceptualization. Discuss how radio programs are generated. **(10 marks)**
- b. You may have the best ideas, the best of scripts and the best voices; but if the program is not produced properly, it will not be interesting to listen to. Explain the qualities of a good radio producer.
(10 marks)

QUESTION FOUR (20 Marks)

- a. Discuss the importance of radio script in program production process. **(10 marks)**
- b. You can call the language or words used in radio script as the spoken word. Unlike the printed word which is written for the eye, the spoken word is written for the ear. What are the characteristics of the spoken word?
(10 marks)

QUESTION FIVE. (20 Marks)

- a. Radio program's manager also referred to as the protector of the owner's license is responsible for developing and directing processes for the radio services. What are other obligations the program's manager is targeted for? **(10 marks)**
- b. Explain the qualities of a great radio news voice. **(10 marks)**

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