

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN
INFORMATION SCIENCE**

BSIS 361: RADIO AND TV PRODUCTION

STREAMS: BSIS Y3S1

TIME: 2 HOURS

DAY/DATE: MONDAY 29/03/2021

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS:

- **Answer three questions.**
- **Question one is compulsory.**
- **Write legibly.**
- **Exam cheating is a serious offense.**

SECTION A: 30 MARKS

1. (a) Radio and television programmes can be broadly classified into news and non-news programmes. Explain. (10 marks)
- (b) Radio producers are the people who, in the majority of cases, work ‘behind the scenes’ and are not known to the audience of a radio station. Examine this statement. (20 marks)

SECTION A: 40 MARKS)

2. In television news, the direct quote from a source is in the form of a sound bite. Demonstrate the importance of using news makers’ voices in broadcast media. (20 marks)
3. A radio documentary is a motion picture made with sound, it is a mind movie. Discuss. (20 marks)
4. The possibility that TV will either become extinct or evolve into a new species depends on the creativity of journalists and media owners. Discuss. (20 marks)

5. Analyze how the web as a social technology gives listeners and viewers a chance to get involved in production and handling radio and TV content. (20 marks)
-