
CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DEGREE
OF BACHELOR OF ARTS IN COMMUNICATION AND MEDIA

COMM 262: INTRODUCTION TO RADIO

STREAMS: BA (COMM & MEDIA)

TIME: 2 HOURS

DAY/DATE: FRIDAY 07/12/2018

2.30 P.M. – 4.30 P.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and any other TWO questions

1. Discuss the historical development of radio both globally and in Kenya. [30 marks]
2. A radio station relies on both above the line and below the line positions to run smoothly. Discuss any FIVE off air position available in the radio industry and explain why they matter. [20 marks]
3. You are the manager of a new community radio station. You need to create a programme schedule. Discuss any FOUR programme formats you would air and why. [20 marks]
4. You are preparing for a day of radio newsgathering. Your assignments for the day are to interview a local politician in her office, cover a local school's sports day and in the evening, attend a cocktail organized to conclude a conference. Describe which kinds of microphones you would use for each of your assignments in order to achieve best results. [20 marks]
5. You are about to conduct a radio interview. What steps would you take to ensure a successful interview? [20 marks]