

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATION

RESIT/SPECIAL EXAMINATION

EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS

COMM 262: RADIO PRODUCTION

STREAMS:

TIME: 2 HOURS

DAY/DATE: MONDAY 01/11/2021

11.30 A.M – 1.30 P.M

INSTRUCTIONS

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- 1) **Three questions**
- 2) **Question one is compulsory**
- 3) **Write legibly**
- 4) **Exam cheating is a serious offense**

SECTION A: 30 MARKS

1.(a) Basically, broadcasting serves three broad purposes; to inform, educate and entertain the audience. However, broadcast stations such as radio perform other functions. List and analyze them. (20 marks).

(b) Explain the five main elements of radio production. (10 marks)

SECTION B: 40 MARKS

2. Radio is considered an important mass communication tool used for extension work. Discuss. (20 marks).

3. Radio programmes can be broadly classified into News and non-news programmes. Analyze the statement above. (20 marks)

4. Examine four limitations in the use of radio for education and instruction activities. (20 marks)
5. Discuss the pros and cons of live radio streaming. (20 marks)
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