

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

BSIS 361: RADIO & TV PRODUCTION

STREAMS: BSIS (Y3S1)

TIME: 2 HOURS

DAY/DATE: MONDAY 09/12/2019

8.30 A.M. – 10.30 A.M.

INSTRUCTIONS:

- Answer **THREE** questions
- Question **ONEE** is compulsory
- Write legibly
- Exam cheating is a serious offense

SECTION A (30 MARKS)

1. (a) Broadcasting serves three broad purposes; to inform, education and entertain. However, broadcast stations such as radio and TV perform other functions. List and describe them. [15 marks]
- (b) Radio and television programmes can be broadly classified into news and non-news programs. Explain. [15 marks]

SECTION B (40 MARKS)

2. Critically evaluate the presentation and programme content of a radio station of your choice. Identify the radio station. [20 marks]
3. Analyze the influence of internet and new communication technology on radio as a mass medium. [20 marks]
4. (a) Discuss the scope of TV as a mass media in a developing country such as Kenya. [10 marks]
- (b) Discuss the limitation of TV as a mass media in a developing country such as Kenya. [10 marks]

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5. Most entertainment audiences on radio and television are exposed occasionally to obscenity and sexual innuendo. Discuss 5 guidelines that govern nudity in electronic media in Kenya. [20 marks]
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