

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS IN JORNALISM AND COMMUNICATION**

**COMM 262: RADIO PRODUCTION**

**STREAMS: BA (COMM)**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 03/12/2019**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **Answer Three Questions**
- **Question One is Compulsory**
- **Write legibly**
- **Exam cheating is a serious offense**

**SECTION A: 30 MARKS**

1. (a) Basically, broadcasting serves three broad purposes; to inform, educate and entertain. However, broadcast stations such as radio perform other functions. List four and describe them. [10 marks]
- (b) Radio is considered as the most important mass communication tool used for extension work in less industrialized countries and popular with the rural populace. Discuss. [20 marks]

**SECTION B: 40 MARKS**

2. Radio programmes can be broadly classified into news and non-news programmes. Analyze this statement. [20 marks]
3. Music is the main stay in radio, there is no radio without music. Critique this notion. [20 marks]
4. Radio has challenged the traditional forms of communication. Today, both people and advertisers prefer radio as a favourite medium. What is your view? [20 marks]

5. Discuss four new trends that are emerging in the radio industry. [20 marks]
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