

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

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

COMM 262: ELECTRONIC MEDIA

STREAMS: COMM Y2S1

TIME: 2 HOURS

DAY/DATE: FRIDAY 8/12/2017

2.30 P.M - 4.30 P.M.

INSTRUCTIONS:

- Answer **THREE** Questions in all.
- **Question ONE** is Compulsory and carries 30 Marks]
- All other Questions carry 20 Marks each

QUESTION ONE

(a) Read the following news scenario and write four para radio news. "As soon as the anti-riot police arrived, the striking students scampered in all directions". [20 Marks]

(b) Explain five key developments associated with the growth of radio between 1800 - 1950. [10 Marks]

QUESTION TWO

A new radio station is about to be commissioned. The target is a rural agricultural region. It intends to have a 200 km radius of coverage. However, before commencement of its broadcasts, a need arises to undertake a feasibility study. Discuss what this study is likely to entail.

[20 Marks]

QUESTION THREE

With examples, explain the following;

- Broadcast content
- On air and off air position
- Radio typology
- Day parting
- Commercial radio

QUESTION FOUR

With clear illustration, discuss key consideration for radio writing.

[20 Marks]

QUESTION FIVE

In not more than 300 words, formulate a radio interview script of an entertainment programme of your choice. Do a summary of your key considerations.

[20 Marks]

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