

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS COMMUNICATION

DJMC 0226: RADIO PRODUCTION

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/04/2023

8.30 A.M. –10.30 A.M.

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

1. (a) Discuss six programming strategies that you would recommend in your radio station. [20 marks]
- (b) Examine the stages of radio production highlighting major activities in each. [10 marks]
2. The social media courtesy of the internet has enabled radio to reach a much wider audience segment. Examine this statement. [20 marks]
3. Present-day radio audiences are not just consumers of radio content but actively play a role in shaping radio programs. Explain how this has been made possible. [20 marks]
4. Compare and contrast print and radio news script writing [20 marks]
5. In a live studio setting, explain how a 6 channels radio audio console can be utilized. [20 marks]

