



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2023/2024

FIRST YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR
OF JOURNALISM AND MASS COMMUNICATION

BCJ 3251: INTRODUCTION TO BROADCASTING

DATE: APRIL 2024

TIME: 2 HOURS

1. **INSTRUCTIONS:** *Answer Questions ONE and any other TWO Questions*

QUESTION ONE (30 MARKS)

- a) Why is it more advantageous to use short simple sentences than long windy ones in radio broadcast? (6 marks)
- b) Radio programme production can be carried out without the use of hand signals. Discuss. (6 Marks)
- c) The radio is generally referred to as the “**blind medium**” elaborate (6 marks)
- d) Citing relevant examples, explain five types of radio ownership (10 marks)
- e) Define radio format (2 marks)

QUESTION TWO (20 MARKS)

- a) Mention six features of radio and discuss them. (10 marks)
- b) Define a radio programme and describe five types of radio programmes (10 marks)

QUESTION THREE (20 MARKS)

- a) Define radio Production and give its various methods. (4 marks)
- b) Write short notes on the following in relation to broadcast;

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- Station Identity (2 marks)
 - sound effects (2 marks)
 - music (2 marks)
 - On–Air Recording (2 marks)
- c) Discuss four elements that are significant to the production of programme. (8 marks)

QUESTION FOUR (20 MARKS)

- a) Citing relevant examples, discuss 10 sources of programming ideas (10 marks)
- b) What are the functions of a News Producer in television? What is his role in a live coverage of an event? (10 marks)

QUESTION FIVE (20 MARKS)

- a) Discuss the different phases of pre-production and post-production of television documentary. (8marks)
- b) '24 hours News Channels should observe self-regulation in presenting news, especially during live telecast of a sensitive incident' – Write your views in favor and against with the examples (12 Marks)