



# MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

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## University Examinations 2023/2024

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

#### BCJ 3253: PRINCIPLES OF INTERVIEWING

DATE: APRIL 2024

TIME: 2 HOURS

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

#### QUESTION ONE (30 MARKS)

- a) Define the term interview (1 Mark)
- b) What are the basic differences between radio interview and audio-visual interview? (4 Marks)
- c) Briefly discuss any five types of radio interview while citing examples. (5 Marks)
- d) Explain at least five ethical guidelines that an interviewer should follow while conducting and presenting an interview. (5 Marks)
- e) Discuss five roles of a radio producer. (5 Marks)
- f) Explain the elements that can enhance the popularity of radio channel. (5 Marks)
- g) Describe five elements of effective listening (5 Marks)

#### QUESTION TWO (20 MARKS)

- a) 'Interviewers are brokers of information. Their skills lie in matching the goods on offer with needs of their consumers. Their art is to tease out the story in teller's own words, while making sure every word will be clearly understood by the audience' – Justify this statement (10 Marks)

- b) Describe the relation between News Editor, News Presenter, and the news Producer in television set-up. (6 Marks)
- c) Describe four forms of interviewing (4 Marks)

**QUESTION THREE (20 MARKS)**

- a. Discuss six features of radio stations. (6 Marks)
- b. Discuss elaborately tips for writing great interview questions (6 Marks)
- c. Define the term framing and explain it's importance in interviewing. (4 Marks)
- d. Highlight four qualities for an interviewer (4 Marks)

**QUESTION FOUR (20 MARKS)**

- a) Radio interview unfolds the real identity of a celebrity. Write your views in favor and against with examples (10 Marks)
- b) What are the techniques of conducting successful radio interview? (10 Marks)

**QUESTION FIVE (20 MARKS)**

- a) Discuss ten steps of conducting interview. (10 Marks)
- b) Information communication technologies play a crucial role in modern interviewing methods. Illustrate how ICT tools are used in interviewing. (10 marks)