



PAN AFRICA CHRISTIAN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

END OF SEMESTER EXAMINATION FOR THE DEGREE OF

BACHELOR OF ARTS IN COMMUNICATION

JANUARY – APRIL 2018 SEMESTER

CAMPUS: ROYSAMBU

DEPARTMENT: COMMUNICATION & LANGUAGES

COURSE CODE: JMS302

COURSE TITLE: PRINCIPLES OF DEVELOPMENT COMMUNICATION

EXAM DATE: WEDNESDAY 11TH APRIL 2018

TIME: 9:00AM-11:00AM

INSTRUCTIONS

- This examination script consists of **Five (5)** questions.
- Read all questions carefully before attempting.
- Write your **student number** on the answer booklet provided.
- **Answer question 1 and any other 2 questions.**

QUESTION ONE: COMPULSORY

- a) Explain the following terminologies as used in radio production.
 - i) Sound effects (2marks)
 - ii) Actuality sounds (2marks)
 - iii) Report (2marks)
 - iv) Prime-Time (2marks)
 - v) Ad-libbing (2marks)
- b) Identify five types of radio stations and explain the factors that influence each one's broadcast content. (10marks)
- c) Using examples, explain four characteristics of a good radio interview programme. (8marks)

QUESTION TWO

- a) Assume you are covering a local football event between Gor Mahia and Thika United at Nyayo Stadium, state facts in each of the following segments showing clearly how each will enrich your commentary.
 - i) Before the game (7marks)
 - ii) During the event (6marks)
 - iii) After the game (7marks)

QUESTION THREE

- a) Justify the argument that the 5R'S of a documentary makes it real and unique from all other radio production formats. (10marks)
- b) Assume you have been asked to do a message for IEBC voter registration exercise this year.
 - I) Do a sample script for your message. (5marks)
 - II) State five appeals that will inform your message. (5marks)

QUESTION FOUR

- a) Radio broadcasters regularly change the scheduling of their programs to build an audience for a new show, retain their audience or compete with other broadcasters' programmes. Explain five factors influencing radio programming. (10marks)
- b) Discuss five weaknesses of radio medium compared to other broadcast media. (10marks)

QUESTION FIVE

You have just landed a new job at CITI FM, a new radio station in town as morning drive show host. Using a well crafted clock face technique, indicate some of the items that will inform your four-hour schedule. (20marks)

