



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2017/2018 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

**SCHOOL OF ARTS & SOCIAL SCIENCES
BACHELOR OF SCIENCE**

COURSE CODE: INS 303

COURSE TITLE: RADIO AND TELEVISION PRODUCTION

DATE: 24TH APRIL, 2018

TIME: 1100 – 1300HRS

INSTRUCTIONS TO CANDIDATES

- Question ONE is compulsory
- Answer any other TWO questions

*This paper consists of **THREE** printed pages. Please turn over*

QUESTION ONE

- a) Define the following concepts in relation to PR strategies and techniques
- i. Radio
 - ii. Television
 - iii. Gaffer
 - iv. Audio
 - v. Producer
- (10Marks)**
- b) Discuss the elements of Radio **(10Marks)**
- c) Briefly provide a historical background of the development of Radio in Kenya **(10Marks)**

QUESTION TWO

- a) Discuss the stages of television production **(10Marks)**
- b) Discuss roles of three departments in television production **(10Marks)**

QUESTION THREE

- a) Describe any four radio programme formats **(8Marks)**
- b) Explain the properties of Radio Programme **(6Marks)**
- c) Briefly explain directional properties of microphones **(6Marks)**

QUESTION FOUR

- a) Describe the key personnel in Radio and Television Production. **(10Marks)**
- b) Explain the socio-economic role of Television and Radio in the society **(10Marks)**

QUESTION FIVE

Having the right talent and crew is not good enough for any meaningful production, but having the right equipment is equally important. Discuss ten crucial equipment for Radio and Television production **(20Marks)**

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