



Strathmore
UNIVERSITY

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**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
END OF SEMESTER EXAM
BAC 4102 MEDIA PRODUCTION**

DATE: 19th October 2023

TIME: 08:00-10:00

Instructions

Answer Question **One (compulsory)** and **any other two** questions.

SECTION A

Question One

(a) Develop a 60-second radio news script from the information below targeting a post-secondary school audience. (12 marks)

Airtel said on Tuesday that its modem for the 21Mega bits per second (Mbps) will now retail at Sh1,999 from Sh4,500 while customers on 7.2 Mbps will now pay Sh999 down from Sh1,999 it charged previously.

Orange launched a 3G Wi-Fi Router targeted at the small and medium enterprises (SME) market that can connect upto 20 endusers at a time.

Despite the sector contributing to 18.4 per cent of the country's GDP and employing over 5 million people, the SME sector continues to experience constraints that include limited access to information and technology," Telkom Kenya CEO Mickael Ghossein said in a statement.

The firm is eying small start-up businesses including small hotels, restaurants, business centres, cyber cafés, schools and other small-sized businesses.

"The device is also ideal for schools and apartment blocks as it allows for sharing of broadband internet costs with others using a payment interface that is flexible and secure," Orange said in the statement.

Mr Ghossein said the router that will retail at Sh36,950 also allows for regulation of speeds and change of passwords, thus enhancing security, and the possibility of having more than one tariff plan.

- (b) Using examples of radio adverts you are familiar with, describe any SIX questions that such adverts must answer. (12 marks)
- (c) Discuss TWO problems that have emerged for programme managers supervising Free to Air radio stations in the last decade. (4 marks)
- (d) Using one relevant example, explain how the programme managers identified in Question 1 (c) have tried to mitigate against these problems. (2 marks)

SECTION B

Question Two

- (a) Describe three news values that are more suited for the broadcast medium when compared to the print platform. (9 marks)
- (b) Describe THREE psychographic factors that could influence programming selection among East African television audiences. (6 marks)

Question Three

- (a) Explain THREE factors that producers must take into account during editing for each the following platforms: (6 marks)
 - (i) Radio
 - (ii) Television
- (b) Discuss THREE areas that regulators must assess as they process applications for free-to-air television broadcast frequencies. (9 marks)

Question Four

- (a) Using appropriate examples, explain SIX features that must be addressed when writing “for the ear.” (12 marks)
- (b) Describe THREE musical sounds and instruments that can be well captured by dynamic utility microphones in a broadcast studio setting. (3 marks)