

UGANDA MARTYRS UNIVERSITY
INSTITUTE OF LANGUAGES AND COMMUNICATION STUDIES
BA IN JOURNALISM AND MASS COMMUNICATION
BJMC3106 RADIO PRODUCTION AND MANAGEMENT
YEAR 3 END OF SEMESTER ONE EXAMINATION

Date: 18th January 2022

Duration: 3hours

Time: 9:30am to 12:30pm

INSTRUCTIONS

Answer three questions, one from section A and two from section B. Each number carries 30 marks. Question number one is compulsory and carries 40 Marks. Management

Section A is Compulsory

40 Marks

Qn. 1

- a) Explain the process of producing a Radio Program from the initial stage up to the audience. (20 Marks)**
- b) What are the equipment you are most likely to find in a broadcasting studio? (10 marks)**
- c) Mention some important equipment used outside the studio and their purpose. (10 Marks)**

SECTION B

Answer two questions only

Qn. 2

- a) What are the challenges faced by Radio Broadcasting owners in Uganda? (15 Marks)
- b) Advise on what can be done to overcome those challenges given in a). (15Marks)

Qn. 3

- a) Account for the responsibilities of a Managing Director of a Radio Station. (15 Marks)
- b) Team work is not necessary in production activities of a Radio Station. Discuss (15 Marks)

Qn.4

- a) Explain what you should do when managing Radio Broadcasting. (15 Marks)
- b) Account for what you should not as a managing director of a Radio Broadcasting. (15 Marks)

May the Holy Spirit guide you--Success