

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2023/2024 ACADEMIC YEAR

SECOND YEAR EXAMINATION FOR BACHELOR OF COMMUNICATION AND MEDIA STUDIES

COMM 215/KICO 211: ELECTRONIC MEDIA

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (11.30-13.30PM) DATE: 7/12/23

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.



INSTRUCTIONS

- (i) Answer Question **One** and any other **Two** questions
- (ii) Do not write on the question paper

QUESTION ONE (30 MARKS)

- a) Identify Five functions of Audio boards and Mixers **(10 Marks)**
- b) Outline the advantages of Digital two-way radio over the Analogue radio **(10 Marks)**
- c) Outline FIVE processes in writing a radio script. **(10 Marks)**

QUESTION TWO (10 MARKS)

- a) Assess different ways in which radio contributes to national development. **(5 Marks)**
- b) Outline the good practices in interviewing for radio. **(5 Marks)**

QUESTION THREE (10 MARKS)

Frequency Modulation (FM) radio stations have been criticized for watering down the Standards of radio journalism. Critique this allegation. **(10 Marks)**

QUESTION FOUR (30 MARKS)

Discuss any ONE of the following

- a) The Communicative nature of the Press and Radio **(10 Marks)**
- b) The functions of Radio and the Press **(10 Marks)**
- c) The Power of the Press and Radio **(10 Marks)**



QUESTION FIVE (10 MARKS)

a) Describe the functions of the following equipments in controlling sound quality **(10 Marks)**

(i) Audio Compressors

(ii) Audio Limiters

(iii) Audio Expanders

(iv) Audio Filters

