

LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

SECOND YEAR EXAMINATIONS FOR BACHELOR OF ARTS COMMUNICATION AND MEDIA

COMM 215: ELECTRONIC MEDIA

STREAM: R

TIME: 2 HRS

DAY: WEDNESDAY (8.30-10.30AM)

DATE: 28/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS**Answer Question One and Any Other Two****QUESTION ONE (30 MARKS)**

- a) Discuss the importance of radio journalism ethics in relation to Joshua Arap Sang Case at the Hague. **(10 Marks)**
- b) Illustrate and explain the following script formats **(10 Marks)**
- i) Single –column drama script
 - ii) News script
 - iii) Show format
 - iv) Fact sheet
- c) Outline the advantages of Digital two-way radio over the Analogue radio **(10 Marks)**

QUESTION TWO

- a) Outline five (5) important approaches in TV and/or Radio pre-production planning. **(10 Marks)**
- b) Assess different ways in which radio contributes to national development. **(10 Marks)**

QUESTION THREE

- a) The speed of Radio Communication can be affected by the following factors:
- i) Physical Environment
 - ii) Atmospheric and Natural Conditions
 - iii) Equipment and Technical Factors

Discuss ANY TWO of the above factors. **(16 Marks)**

- b) Outline the good practices in interviewing for radio. **(4 Marks)**

QUESTION FOUR

- a) Identify and explain any five steps in writing a radio advert. **(10 Marks)**
- b) Write short notes on the roles, responsibilities and functions of the following radio departments.
- i) Production
 - ii) Marketing/finance
 - iii) Accounts/finance
 - iv) Administration
 - v) Editorial **(10 Marks)**

QUESTION FIVE

- a) Discuss the power of a community radio. **(10 Marks)**
- b) Explain ANY five functions of a Community Radio. **(10 Marks)**