



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (RADIO OPTION)

RADIO PRESENTATION SKILLS

(THEORY PAPER)

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **FIVE** questions.
2. Answer **ALL** questions.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 As a programming manger discuss **TEN** qualities you would look for in a news anchor/reader. (20 marks)
- Q.2 (a) Explain the **SEVEN** P's of good presentation. (14 marks)
- (b) Discuss why it is important for a presenter to know the station style. (6 marks)
- Q.3 Explain what you would do as a radio presenter when the computer fails to respond, the machine does not start or having given an introduction there is silence when the fader is opened. (20 marks)
- Q.4 (a) Discuss how you would handle a situation in which a call accidentally goes on air and the caller says something that is abusive to a minority group. (5 marks)
- (b) Explain why a presenter should avoid saying the following when ending a discussion or interview programme.
- 'Well, I'm afraid we'll have to stop there...'
- 'What a pity there's no time to explore that last point...'
- (5 marks)
- (c) Explain any **FIVE** things that an interviewer should avoid when interviewing. (10 marks)
- Q.5 Discuss why it is important for broadcast journalists to be trained in radio presentation skills. (20 marks)