



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC I, YI, SI)

BMC 2104: INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the term 'broadcasting'. **(2 marks)**
- b) Outline any **SIX** components of the broadcast communication process. **(6 marks)**
- c) Briefly explain the contribution of the following in television history:
- i) Vladimir Zworykin **(2 marks)**
 - ii) Paul Nipkow **(2 marks)**
 - iii) John Logie Baird **(2 marks)**
 - iv) Philo Farnsworth **(2 marks)**
- d) There are various ethical dilemmas that journalist face in their day to day activities. Explain any **TWO** such dilemmas. **(4 marks)**

QUESTION 2

Discuss briefly any **FIVE** positive effects of electronic media on our society. **(10 marks)**

SECTION B (Answer any **TWO** questions)

QUESTION 3

- a) Define 'Television'. **(2 marks)**
- b) Explain **FOUR** ways of attracting audiences to TV programming. **(8 marks)**
- c) Distinguish between 'cable TV' and Satellite TV'. **(4 marks)**
- d) Explain any **THREE** functions of the opening of a television program. **(6 marks)**

QUESTION 4

- a) Discuss any **FIVE** uses of radio. **(10 marks)**
- b) Explain any **FIVE** characteristics that make radio different as a broadcast medium. **(10 marks)**

QUESTION 5

- a) Explain **SIX** external influences on radio programming. **(12 marks)**
- b) Explain the characteristics of film. **(8 marks)**