



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(CMAC II)

BMC 1114: MEDIA PRESENTATION SKILLS

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- **THIS IS A PRACTICAL EXAM, THE TASK IS TO BE PERFORMED ALONG THE SEMESTER AND HANDED TO THE EXAMINER ON THE EXAMINATION DATE AND TIME**
- *This paper consists of Two printed pages.*

The exam will be accessed on a continuous basis throughout the semester, the following task are to be performed.

Create a full news programme enriched with the following. **(20 marks)**

a) Station signature tune.

b) Insert an advert (20 seconds) of a product of your choice. **(20 marks)**

c) Add a one minute segment of local sports news. **(20 marks)**

Package the programme in a Compact Disk in MP3 format 128 mbs.

The work is to be presented in a CD format with the script.