



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC IV)

BMC 2208: BROADCAST PROGRAMMING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Explain **FOUR** major tasks of the Programming Manager. **(8 marks)**
- b) State the **FOUR** major factors that influences a programming manager's tasks. **(4 marks)**
- c) Briefly discuss any **FOUR** scheduling strategies that you can use in programming for a television station. **(8 marks)**

QUESTION 2

Define the following terms as used in broadcast programming:

- a) Pilot **(2 marks)**
- b) Syndicator **(2 marks)**
- c) Music sweep **(2 marks)**
- d) Rotation **(2 marks)**
- e) Share **(2 marks)**

SECTION B (Answer any TWO questions)

QUESTION 3

A Program Manager should be knowledgeable and possess skills and certain personal qualities:

- a) Explain the **FIVE** administrative and professional skills that he/she should have. **(10 marks)**
- b) Briefly discuss the **FIVE** personal qualities necessary for him/her to be a good Programming Manager. **(10 marks)**

QUESTION 4

- a) Among the strategies of radio programming is format selection. Explain the **SIX** factors that influence format selection. **(12 marks)**
- b) Identify any **SIX** radio formats that are used in Kenyan radio industry. **(6 marks)**

QUESTION 5

- a) Briefly discuss **SEVEN** factors affecting television program acquisition and scheduling decisions. **(14 marks)**
- b) Explain any **THREE** reasons for doing station programming evaluation. **(6 marks)**