



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

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 2014

TIME: 2 HOURS

INSTRUCTIONS:

- THIS IS A PRACTICAL PAPER, THE STUDENT IS TO PERFORM THE TASK DURING THE SEMESTER SESSION. THE WORK IS TO BE SUBMITTED IN A CD FORMAT AT THE EXAMINATING DATE AND TIME

Questions

The exam will be accessed on continuous bases throughout the semester. The following task is to be performed.

- a) Create a full news feature program with the following in consideration. **(30 marks)**
- b) A to column radio script indicating the instructions to the presenter. **(20 marks)**
- c) Be accompanied by a PSA, warning on Islamic radicalization and terrorism. **(10 marks)**
- d) Have relevant background music. **(10 marks)**