



# TECHNICAL UNIVERSITY OF MOMBASA

---

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4409 : BROADCAST PROGRAMMING**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date Apr 2016**

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt Choose instruction. Question One and Question Two are Compulsory. Answer any Two Questions thereafter.

**Do not write on the question paper.**

---

## **Question ONE**

### **QUESTION ONE**

Define using appropriate examples the following terms as used in broadcast programming;

- a) Zapping (3mks)
- b) Frequency (3mks)
- c) Audience ratings (3mks)
- d) Tuning Inertia (3mks)
- e) Tent poling (3mks)

## **Question TWO**

Briefly describe the process of TV programme production. (15mks)

## **Question THREE**

Discuss one advantage and disadvantage of the various methods of capturing data on broadcast audiences (20mks)

#### **Question FOUR**

Discuss using examples from the Kenyan TV arena the various TV scheduling strategies employed by programmers. (20mks)

#### **Question FIVE**

Using relevant illustrations discuss the model of programming (20mks)