



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

- a) Illustrate and briefly discuss the model of programming (10mks)
- b) Discuss one advantage and disadvantage of survey as a method of capturing data on broadcast audiences (4mks)

Question TWO

- a) Using relevant examples differentiate between audience share and audience ratings. (8mks)
- b) Briefly discuss the sources of broadcast programmes (8mks)

Question THREE

Discuss the key concepts in audience measurement using relevant examples. (20mks)

Question FOUR

Discuss using examples from the Kenyan viewpoint the characteristics of audience behavior. (20mks)

Question FIVE

Discuss using examples from the Kenyan radio arena the various scheduling strategies and formats for radio. (20mks)