



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

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIV, SII)

BMC 4409: BROADCAST PROGRAMMING & PRESENTATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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*
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SECTION A (Compulsory)

QUESTION 1

- a) Explain any **THREE** types of shows on Radio that can be programed in the early morning 6 am – 9am and the type of audience. **(6 marks)**
- b) List any **THREE** sources of Television programmes. **(6 marks)**
- c) Highlight any **SIX** factors that affect the selection of programmes. **(6 marks)**

QUESTION 2

Explain the following terms as used in broadcasting:

- a) Digital must carry **(3 marks)**
- b) Compatibility in programming. **(3 marks)**
- c) Localism **(3 marks)**
- d) Counter programming strategy **(3 marks)**

SECTION B (Answer any **Two** Questions)

QUESTION 3

Discuss the changes in society and the media industry in general that have dramatically affected programming and continue to do so. **(20 marks)**

QUESTION 4

TV and Radio schedulers need to attract an audience at the beginning of the day and keep them watching night to the end. Discuss any **FIVE** scheduling strategies you can adopt to lock in your audience. **(20 marks)**

QUESTION 5

- a) Discuss any **FIVE** scheduling factors that influence programming in Television. **(10 marks)**
- b) Explain the elements of programming. **(10 marks)**

QUESTION 6

- a) Discuss any **FIVE** external factors that influence the selection of programming in Television. **(10 marks)**
- b) Explain **FIVE** internal factors that influence selection of programming in broadcast media. **(10 marks)**