



**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)**