



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
(BJMC V)

BMC 4304: BROADCAST TECHNIQUES

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*
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SECTION A (Compulsory)

QUESTION 1

Outline any **FIVE** qualities of online reporters. **(10 marks)**

QUESTION 2

- a) A determinant is a factor that sets the character of something. In the case of news, define any **FIVE** determinants. **(10 marks)**

- b) State the **FIVE** elements of good broadcast writing. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Discuss the **TEN** major reasons why a broadcast story may be regarded as poor writing. **(20 marks)**

QUESTION 4

Discuss any **TEN** vital interview skills a budding reporter needs to have in conducting an interview. **(20 marks)**

QUESTION 5

Explain any **TEN** factors that drive reporter to success. **(20 marks)**