



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(VIII, SI)

**BMC 4304: BROADCAST TECHNIQUES**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 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**

Define the following terms

- |                  |           |
|------------------|-----------|
| a) Audio         | (2 marks) |
| b) Beat          | (2 marks) |
| c) Break         | (2 marks) |
| d) CAR           | (2 marks) |
| e) Deadline      | (2 marks) |
| f) F.M           | (2 marks) |
| g) Wire services | (2 marks) |
| h) Stringer      | (2 marks) |

## QUESTION 2

- a) Explain the difference in the following terms
- i) Copy and copy flow (4 marks)
  - ii) Log and mortgage (4 marks)
- b) Explain the triple news virtues in broadcast. (6 marks)

### SECTION B (Answer any Two Questions)

## QUESTION 3

- a) Discuss any **FIVE** qualities of a business and economy reporter. (10 marks)
- b) As a veteran journalist discuss any **FIVE** tips you would give a cub on covering the business beat better. (10 marks)

## QUESTION 4

- a) Explain at least **FIVE** items on the checklist you should have before submitting a homicide crime story. (10 marks)
- b) Discuss any **FIVE** items that one should have before submitting a story on criminal trials for broadcast. (10 marks)

## QUESTION 5

- a) Explain at least **FIVE** issues that can be covered in a Science and Technology Report. (10 marks)
- b) Explain the role of sports reporters in the Kenya Society. (10 marks)