



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC IV, YII, SII)

BMC 2208: BROADCAST PROGRAMMING

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.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms:
- i) Programming (2 marks)
 - ii) Rotation (2 marks)
 - iii) Reach (2 marks)
- b) Explain the major functions of the program department. (8 marks)
- c) The Arbitron Company identifies internal and external factors that influence programming in radio stations. State any **SIX** external factors. (6 marks)

QUESTION 2

Discuss any **FIVE** qualities you would look for a Programming Manager for your TV Station. (10 marks)

SECTION B (Answer any TWO questions)

QUESTION 3

- a) i) Define 'True Independent Station'. (2 marks)
ii) Discuss the challenges faced in programming for an independent station. (14 marks)
- b) State any **FOUR** factors to consider when programming for children. (4 marks)

QUESTION 4

- a) Discuss any **SEVEN** programming factors to consider in making program acquisition and scheduling decisions. (14 marks)
- b) Explain any **THREE** scheduling strategies. (6 marks)

QUESTION 5

Philip F. Von Ladan set forth **TEN** basic programming principles. Discuss. (20 marks)