



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
(VIII, SI)

BMC 4304: BROADCAST TECHNIQUES

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

Define the following broadcast terminologies:

- | | |
|----------------|-----------|
| a) Assignment | (2 marks) |
| b) Attribution | (2 marks) |
| c) Actuality | (2 marks) |
| d) Airtime | (2 marks) |
| e) Dub | (2 marks) |
| f) Fade | (2 marks) |
| g) Cub | (2 marks) |

QUESTION 2

Explain the difference in the following terms:

- a) CAR and crony journalism. **(4 marks)**
- b) Dolly and cut way **(4 marks)**
- c) Cue and continuity **(4 marks)**
- d) Beeper and Bulletin **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

- a) Discuss the checklist a reporter must take note of before writing his or her broadcast report. **(10 marks)**
- b) Discuss the role of business and economy reports in the society. **(10 marks)**

QUESTION 4

- a) As a crime reporter, explain atleast **FIVE** items on the checklist, you should have before submitting a homicide arrest story. **(10 marks)**
- b) Elaborate on any **FIVE** items that one should have before writing a story for civil actions. **(10 marks)**

QUESTION 5

- a) Discuss the qualities of a good science and technology report. **(10 marks)**
- b) Discuss any **FIVE** tips, you would advice a cub on court reporting in Kenya. **(10 marks)**