



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC I)

BMC 2104: INTRODUCTION TO BROADCAST MEDIA

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Outline any **FIVE** functions of a state broadcaster. (5 marks)
- b) Distinguish between free to air and pay television. (4 marks)
- c) Outline any **FOUR** challenges that digital migration presents to the consumer. (6 marks)
- d) Outline any **FIVE** program sources for broadcast establishment. (5 marks)
- e) Identify any **FOUR** functions of the communication authority of Kenya. (5 marks)
- f) Identify any **FIVE** strengths of radio as a communication tool. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Using clear examples distinguish between public and commercial broadcasting. (8 marks)
- b) Discuss the main reasons behind the push for digital migration in Kenya. (10 marks)
- c) Briefly explain functions of a set-top box. (2 marks)

QUESTION 3

Write short notes on the following:

- a) Community broadcasting. (4 marks)
- b) Cable broadcasting (4 marks)
- c) Terrestrial TV (4 marks)
- d) Narrow casting. (4 marks)
- e) Podcasting (4 marks)

QUESTION 4

- a) Briefly explain how the following influence broadcasting in Kenya;
 - i) Station policy
 - ii) Advertisers
 - iii) Government policy
 - iv) Target audience
 - v) Other station (10 marks)
- b) Briefly outline any **FIVE** parts why government regulate the broadcast. (10 marks)

QUESTION 5

- a) Outline any **FIVE** reasons for increased interest in vernacular broadcasting. **(10 marks)**
- b) Identify any **FIVE** challenges facing vernacular broadcasting in Kenya. **(10 marks)**