



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4106: INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date Apr 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other **TWO** questions.

Do not write on the question paper.

Question ONE

a) Discuss basic broadcasting equipment paying attention to the following:

- Camera and Tape
- Lighting
- Microphones
- The console

(5marks)

(5marks)

(5marks)

(5marks)

b) What is 3-point lighting and how is it important to TV production?

(10marks)

Question TWO

You have been asked to give a talk on the “Rudiments of the News Story” to a group of students taking Certificate in Journalism and Mass Media. Describe what you would include in your lecture
(20marks)

Question THREE

- i) What are the traditional criteria for judging the value of news?
(8marks)
- ii) List THREE important recent issues in Kenya that have been given prominence by the press and explain the reasons for your choice of the issues
(12marks)

Question FOUR

- i) Give the different types of audiences and explain their differences.
(10Marks)
- ii) Discuss the impact of TV viewing on children.
(10marks)

Question FIVE

- i) Explain with examples the different formats of radio programmes
(12marks)
- ii) Describe the differences between radio broadcast process and Television broadcast process.
(8Marks)