



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4409 : BROADCAST PROGRAMMING

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 Choose instruction. Question One and Question Two are Compulsory. Answer any Two Questions thereafter.

Do not write on the question paper.

Question ONE

QUESTION ONE

Define using appropriate examples the following terms as used in broadcast programming;

- a) Zapping (3mks)
- b) Frequency (3mks)
- c) Audience ratings (3mks)
- d) Tuning Inertia (3mks)
- e) Tent poling (3mks)

Question TWO

Briefly describe the process of TV programme production. (15mks)

Question THREE

Discuss one advantage and disadvantage of the various methods of capturing data on broadcast audiences (20mks)

Question FOUR

Discuss using examples from the Kenyan TV arena the various TV scheduling strategies employed by programmers. (20mks)

Question FIVE

Using relevant illustrations discuss the model of programming (20mks)