



# **THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE**

## ***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION  
(DMR & P I)

### **MC 423: INTRODUCTION TO BROADCAST MEDIA**

END OF SEMESTER EXAMINATIONS

**SERIES:** SEPTEMBER/OCTOBER 2011

**TIME:** 2 HOURS

#### **INSTRUCTIONS:**

- Question **ONE** (Compulsory).
- Answer any other **TWO** questions.

### QUESTION 1 (Compulsory)

- a) How is the unique sound of a radio station achieved? (10 marks)
- b) Discuss any **FIVE** radio formats. (10 marks)
- c) “Electronic media has some positive effects on the society”. Explain. (10 marks)

### QUESTION 2

- a) Explain **SIX** external factors to consider in coming up with programming for radio station. (12 marks)
- b) Explain **FIVE** internal factors to consider in coming up with programming for radio station. (8 marks)

### QUESTION 3

- a) Explain the **THREE** principles of programme structure. (6 marks)
- b) Discuss in detail the basic structure of a programme and the functions of each part. (14 marks)

### QUESTION 4

- a) (i) Define television. (2 marks)  
(ii) State the advantages of television as a medium. (6 marks)
- b) Discuss **FOUR** ways in which programming can be made to attract audience in television. (12 marks)

### QUESTION 5

Discuss how life imitates film. (10 marks)

### QUESTION 6

As a journalist you have been invited for the launch of a product by a major manufacturing company. This company however has been accused of disposing toxic waste to a nearby water body. People have been affected by the waste and others have even died. Discuss how you would handle this situation as a responsible journalist. (20 marks)

### QUESTION 7

Explain any **FIVE** characteristics of radio as a medium. (10 marks)