



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R2)

BMC 2113: WRITING FOR BROADCAST

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Two printed pages.

1. (a) Give any **FIVE** factors that make a story news worthy.

(10 marks)

- (b) Discuss any **TEN** basic principles of scripting. **(20 marks)**
2. (a) Explain the following in writing for the ear: **(10 marks)**
- i) Simplicity
 - ii) Grammar
 - iii) Verbs
 - iv) Accuracy and research
 - v) The right word
- (b) State any **FIVE** sources of news. **(5 marks)**
3. Briefly explain the **FIVE** techniques of writing a commercial. **(15 marks)**
4. Write a 20 second radio commercial based on the following print advert. **(15 marks)**
5. (a) State any **THREE** characteristics of a good interview. **(3 marks)**
- (b) Using examples, explain the **THREE** major types of interviews. **(12 marks)**