



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD)

INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 (a) (i) Define 'electronic media'. (2 marks)
- (ii) Using a model describe the communication process. (14 marks)
- (b) State any **FOUR** characteristics of electronic/broadcast media. (4 marks)
- Q.2 Discuss the components of broadcast communication process. (20 marks)
- Q.3 (a) Discuss **SIX** uses of electronic media. (12 marks)
- (b) Discuss any **FOUR** technological advancements in electronic communication process. (8 marks)
- Q.4 (a) Explain any **FIVE** positive effects of electronic media on the society. (10 marks)
- (b) Explain any **FIVE** negative effects of electronic media on the society. (10 marks)
- Q.5 Discuss audience gratification theory. (20 marks)
- Q.6 (a) Define 'radio'. (2 marks)
- (b) Discuss the characteristics of radio as a medium. (18 marks)
- Q.7 (a) Explain the significance of KDKA and WEAJ in the history of radio. (4 marks)
- (b) Explain how World War II and the introduction of television changed radio. (10 marks)
- (c) Write short notes on the payola scandal. (6 marks)