



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

Discuss radio broadcasting in terms of the following:

- i) Objectives (6marks)
- ii) Equipment (6marks)
- iii) Characteristics (6marks)
- iv) Production process (6marks)
- v) Advantages and disadvantages (6marks)

Question TWO

- i) Explain the various categories of television channels giving relevant examples to support your answer.

ii) Identify and describe at least THREE television programmes (12Marks)

(8Marks)

Question THREE

i) Describe the three basic stages in television programme production.

(14Marks)

ii) Who are these people in television production process?

a) Producer

(2Marks)

b) Director

(2Marks)

c) Technical Director

(2Marks)

Question FOUR

i) Explain what you understand by the following acronyms

a) ENG

(2Marks)

b) EFP

(2Marks)

c) SOT

(2Marks)

d) VO

(2Marks)

ii) Show the difference between the following scripts

a) Production Script

(3Marks)

b) Master Script

(3marks)

c) Director's Script

(3Marks)

d) Shooting Script

(3Marks)

Question FIVE

i) What are the requirements of a good Radio Script

(5marks)

ii) Compare and contrast a radio script and television script

(5marks)

iii) Discuss how Introduction to Broadcast Media has helped to demystify the various concepts involving broadcast media.

(10Marks)