



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4304: BROADCAST TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 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

- a. Define the following terms as used in broadcast techniques:
 - i. wire services(2 marks)
 - ii. Voice over V/O (2 marks)
 - iii. log(2 marks)
 - iv. montage(2 marks)
 - v. outtakes(2 marks)
- b. State any five qualities of online reporters.(10 marks)
- c. State any SIX determinants of news. (6 marks)

- d. Explain any two reasons why not naming sources is dangerous in writing in the writing of broadcast stories. (4 marks)

Question TWO

You have been invited for a five day Global Science and Technology conference in Belgium.

Task:

- a. Discuss with your editor, the issues that you would cover while you are attending the conference. (10 marks)
- b. Outline any five distinct qualities that the reports you sent while you are attending the conference should have. (10 marks)

Question THREE

Discuss any EIGHT solid defenses for a reporter sued on an alleged case of defamation. (20 marks)

Question FOUR

As the station manager for TUM Radio, you have been tasked by your director to recruit a business and Economy reporter for the station. Discuss the qualities you would look out for as you interview the shortlisted the applicants. (20 marks)

Question FIVE

As a reporter for Tum Radio, you have been assigned to go to Mombasa Sports club and cover the match between Bandari FC and Gor Mahia FC, discuss the TEN items in checklist that you should have covered before submitting the story to the sports editor. (20 marks)