



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4409: BROADCAST PROGRAMMING

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES:JUNE Select series2017

TIME:2HOURS

DATE:Pick DateSep2017

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

Define the following terms as used in broadcast programming;

1. **Advertising agency (2 marks)**
2. **Affiliated station(2 marks)**
3. **À la carte system (2 marks)**
4. **Ambush(2 marks)**
5. **Ascertainment(2 marks)**
6. **Audience flow(2 marks)**
7. **Audience measurement (2 marks)**
8. **Audimeter (2 marks)**
9. **Auditorium testing (2 marks)**

10. *Cross-ownership (2 marks)*

11. *Cross programming (2 marks)*

12. *Dayparting (2 marks)*

13. *Deficit financing (2 marks)*

14. *Demographics (2 marks)*

15. *Deregulation (2 marks)*

Question TWO

a. All programs, regardless of their objectives or their appeals, originate in one of two forms: With examples explain these two basic forms. (6 marks)

b. discuss the seven (7) programming objectives that one should consider for successful broadcast programming(14 marks)

Question THREE

Discuss the ten (10) reasons why a programming manager may change or cancel programs on television (20 marks)

Question FOUR

You have been appointed as the programming manager for Tum TV discuss any ten (10) Scheduling Strategies you would use. (20 marks)

Question FIVE

Despite the impossibility of predicting a hit, there are certain elements that winning programs or concepts possess. Their presence does not guarantee success, but their absence almost always assures failure. Discuss any ten (10) of these elements for success that every programming manager should keep in mind.(20 marks)