



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**DIPLOMA IN MASS COMMUNICATION**

**BMC 2208: BROADCAST PROGRAMMING**

**END OF SEMESTER EXAMINATION**

**SERIES: DECEMBER 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Dec 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.**

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## **Question ONE**

- Explain any FIVE internal factors that influence your role as a radio station program manager. (10 marks)
- Explain any FIVE qualities of a good program manager. (10 marks)
- Name any FOUR renowned production houses in Kenya. (10 marks)

## **Question TWO**

- Discuss the factors that determine the choice of format for a radio station. (12 marks)
- 'License fee is based on a number of factors.' Explain. (8 marks)

## **Question THREE**

- Name any TWO broadcast content regulating bodies in Kenya. 2 marks
- Acquisition and scheduling of content for a television station is one of the major roles of the programming department. Explain the factors that influence this role. 18 marks

#### **Question FOUR**

- a) Explain any FIVE scheduling strategies. 10 marks
- b) Explain any FIVE radio formats 10 marks

#### **Question FIVE**

- a) Discuss the challenges faced in programming for an independent station. 14 marks
- b) Decisions on syndicated program acquisition are based on THREE main factors. Explain. 6 marks

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