



TECHNICAL UNIVERSITY OF MOMBASA

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.

Question ONE

- Explain the **FOUR** major duties of the programming department. 8 marks
- Explain any **THREE** major influences of broadcast programming. 6 marks
- Identify any **SIX** music radio formats. 6 marks
- Briefly explain any **FIVE** the factors to consider when scheduling for a television station. 10 marks

SECTION B

Question TWO

- Define network affiliate station. 2 marks
- Explain the **FOUR** advantages of a television station being a network affiliate. 8 marks
- Explain any **FIVE** scheduling strategies that an independent station would use to ensure success in programming. 10 marks

Question THREE

A programming manager should possess administrative and professional skills and certain personal qualities. Explain the qualities. 20 marks

Question FOUR

Discuss the basic programming principles according to Philip F. von Ladau. 20 marks

Question FIVE

Discuss the THREE major sources of television content. 20 marks