



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2207: BROADCAST PROGRAMMING

END OF SEMESTER EXAMINATION

SERIES: AUGUST2019

TIME: 2HOURS

DATE: Pick DateAug2019

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, Examination Pass and Student ID

This paper consists of **FOUR** questions.

Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

QUESTION ONE

- a) Define the terms below as used in broadcast programming:
- i. Playlist (2 marks)
 - ii. Format (2 marks)
 - iii. Bumper (2 marks)
 - iv. Rotation (2 marks)
 - v. Broadcast Programing (2 marks)
- b) Explain FIVE personal qualities of a programming manager. (10 marks)
- c) Explain the major functions of the programming department. (8 marks)

- d) Name any TWO renowned production houses in Kenya. (2 marks)

QUESTION TWO

- a) Discuss the THREE major sources of programs for a television station. (14 marks)
b) Identify any SIX scheduling strategies used in television station programming. (6 marks)

QUESTION THREE

- a) Explain the FIVE major areas that a radio programming manager should have knowledge of. (10 marks)
b) Format Selection is an important aspect of a radio station's programming strategy. Discuss any FIVE factors that influence this aspect. (10 marks)

QUESTION FOUR

- a) Discuss any SIX challenges faced in programming for an independent station. (12 marks)
b) Explain the FOUR major influences that a broadcast programming manager has to consider. (8 marks)