



# 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

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.**

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## **QUESTION ONE**

- a) Explain the skills that you as a programming manager should have in order to carry your duties effectively. (10 marks)
- b) Name TWO institutions in Kenya involved in music licensing. (2 marks)
- c) Explain any FIVE radio formats. (10 marks)
- d) License fee is based on a number of factors. Explain. (8 marks)

## **QUESTION TWO**

- a) Discuss any FIVE broadcast scheduling strategies. (10 marks)
- b) Explain any FIVE external factors that influence your role as a radio station program manager. (10 marks)

## **QUESTION THREE**

- a) Discuss the programming factors to consider in making program acquisition and scheduling decisions. (18 marks)
- c) Outline any TWO factors to consider when programming for children. (2 marks)

## **QUESTION FOUR**

As one in charge of programming for KTV, discuss how Philip F. von Ladau's basic programming principles would apply to you. (20 marks)