



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

**UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

BMC 4210: BROADCAST JOURNALISM

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JULY 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***

SECTION A (Compulsory)

QUESTION 1

Define the following in relation to broadcast journalism

- | | |
|---------------------------------|-----------|
| a) Runtime | (2 marks) |
| b) Onset appearance | (2 marks) |
| c) Package (PKG) | (2 marks) |
| d) ROSR (Radio on scene report) | (2 marks) |
| e) Actuality | (2 marks) |

QUESTION 2

- a) How are sound bites used effectively in creating ENG reports. **(4 marks)**
- b) Describe the following:
- i) Hardnews interview **(2 marks)**
 - ii) Informative interview **(2 marks)**
 - iii) Investigative interview **(2 marks)**

QUESTION 3

- a) Describe how an editor would use the rule of three's when producing an ENG report. **(4 marks)**
- b) Identify any **THREE** ways of making a news programme fit. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 4

Discuss how the advent of technology has revolutionized news gathering for the broadcast reporter in the 21st Century. **(20 marks)**

QUESTION 5

Discuss the advantages and disadvantages of using stringers as a source of news. **(20 marks)**

QUESTION 6

Discuss the technique of ensuring accuracy while conducting an interview. **(20 marks)**