



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2104: INTRODUCTION TO BROADCAST MEDIA

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

- a) Distinguish between broadcasting and podcasting. **(4 marks)**
- b) Briefly outline the main reason behind the clamour for digital migration. **(2 marks)**
- c) Distinguish between community and Public broadcasting. **(6 marks)**
- d) State any **SIX** salient features of a broadcast medium. **(6 marks)**
- e) Identify and briefly explain any **THREE** broadcast ownership systems in the world today. **(6 marks)**
- f) Outline any **THREE** limitations brought about by overdependence on the media for surveillance. **(6 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Discuss any **FIVE** functions of community broadcast media. **(10 marks)**
- b) Briefly explain the impact of information technology on community and commercial broadcasting. **(10 marks)**

QUESTION 3

- a) Discuss the importance of digital migration to society. **(10 marks)**
- b) Outline any **FOUR** consequences of digital migration. **(10 marks)**

QUESTION 4

Discuss how development in information technology has impacted on the film industry. **(20 marks)**