



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R IV & V)

PRACTICAL

BMC 2209: BROADCAST PRESENTATION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This exam is a practical project. The work should be done in Groups of FIVE
- To submit scripts and C.D of the work. Each member must participate in voice presentation.

This paper consists of Two printed pages.

PRACTICAL PROJECT

QUESTION 1

You are required to prepare presentation for the following program formats for an English radio station of your choice:

Program Format	Duration
• Interview	5 mins
• Commercial/announcement	30 secs
• News bulleting	5 mins
• Documentary/feature narration	10 mins
• Talk show	15 mins

QUESTION 2

Prepare a presentation for the following program formats for an English Television station of your choice:

Program Format	Duration
• News bulletin	10 mins
• Interview	10 mins

**THE WORK SHOULD BE DONE IN GROUPS OF 5 STUDENTS.
TO SUBMIT SCRIPTS AND A CD OF THE PRESENTATION TO THE EXAMINER**

**DURATION: 3 WEEKS. STARTING APRIL 7TH 2014
TO BE SUBMITTED AS INDICATED IN THE EXAM TIMETABLE**