



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR IN BROADCAST JOURNALISM

HBJ4105: INTRODUCTION TO BROADCAST & ONLINE MEDIA

END-OF-SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: APR 2025

Instructions to candidates

You should have the following for the examination

Answer Booklet, Examination Pass and Student ID

This paper consists of four questions. Attempt question **ONE** (Compulsory) and any other **TWO** questions. Ensure proper referencing where necessary.

Do not write on the question paper.

Question 1 (Compulsory) - 30 Marks

- What is meant by broadcast communication, and what are its primary components? (8 marks)
- Describe the historical evolution of broadcast media and its major milestones. (7 marks)
- Discuss the societal roles of broadcast media, highlighting two positive and two negative impacts. (8 marks)
- Explain the influence of stakeholder groups on broadcast communication, providing examples of their roles. (7 marks)

Question 2 (20 Marks)

- Analyze the key characteristics of radio as a medium of communication. Include its advantages and limitations. (10 marks)
- Discuss the role of programming and audience targeting in the success of radio stations. Provide relevant examples. (10 marks)

Question 3 (20 Marks)

- In what ways do the production techniques of television and film differ, and what similarities can be observed between them? (10 marks)
- Evaluate the impact of satellite and cable technology on modern broadcasting. (10 marks)

Question 4 (20 Marks)

- a) What is meant by new media, and how have digital environments changed the way people communicate? (10 marks)
- b) Why is online personal branding important, and what steps can be followed to develop an effective personal brand in the digital space? (10 marks)