



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HBJ 4204: REPORTING FOR BROADCAST MEDIA

END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: 2 HOURS

DATE: Pick Date Apr 2025

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.

Question ONE

- a) List and explain the FOUR types of microphones used in broadcast media (8 Marks)
- b) Discuss any FIVE news values. Give relevant examples (10 Marks)
- c) Headphones are not necessary equipment in broadcast programme production. Discuss (6 marks)
- d) Discuss any THREE characteristics of radio (6 marks)

Question TWO

You have been assigned to interview the new Cabinet Secretary for Information Communication Technology honorable William Kabogo. Discuss how you are going to prepare and conduct the interview (20 Marks)

Question THREE

Discuss any FIVE rudiments of news (20 Marks)

Question FOUR

Explain any FIVE broadcasting policies (20Marks)

Question FIVE

- a) Define audience (2 marks)
- b) Discuss THREE different types of audiences (6marks)
- c) Discuss FOUR functions of a lead in news reporting (12 marks)