



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4304: BROADCAST PRESENTATION TECHNIQUES

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 **THREE** Choose No questions. Attempt ALL questions.

Do not write on the question paper.

Question ONE

- i. Explain any five roles of business and economy news stories in the society.
(10 Marks)
- ii. Explain why it important to name news sources when writing broadcast stories (10 Marks)
- iii. Explain the criteria for news selection and how they influence the production of broadcast news. (10 Marks)

Question TWO

Create a 3-minute radio news report on a current political event. The project should include: A written script with at least one audio component (sound bites or interview excerpts, real or simulated) and a proper formatting and adherence to style rules. Additionally provide a brief reflection of about 300 words on the challenges and decisions made during the production process

Question THREE

Create a 3-minute television news package on a current business or economic issue. The project should include: A written script with at least one video clip or image component, sound bites or interview excerpts (real or simulated) and proper formatting and adherence to style rules. Additionally provide a brief reflection of about 300 words on the challenges and decisions made during the production process