TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4410: BROADCAST PROGRAMMING AND PRESENTATION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: Pick DateDECEMBER 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID)

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question 1 (Compulsory - 30 marks)

1. Identify and describe key milestones in the history of radio, television, and internet programming. (10 marks)
2. Explain how the introduction of television affected radio programming strategies. (10 marks)
3. Analyze how internet technologies have transformed traditional media programming strategies. (10 marks)

Question 2 (20 marks)

1. Explain the historical role of advertisers in shaping early radio programming. (10 marks)

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2. Evaluate the modern role of advertising in media content creation, using examples from both radio and television. (10 marks)

Question 3 (20 marks)

1. Identify the key challenges that traditional media face in the internet age. (10 marks)
2. Discuss how content creators have adapted programming for the internet and digital platforms. (5 marks)
3. Propose strategies that media organizations can use to innovate and remain competitive in the digital landscape. (5 marks)

Question 4 (20 marks)

1. Describe the initial steps involved in developing a television program, including idea generation and securing rights. (10 marks)
2. Explain the roles of agents, and stakeholders in the development process. (5 marks)
3. Evaluate the importance of pilot testing and how testing methods can influence program success. (5 marks)

Question 5 (20 marks)

1. Explain the purpose of public broadcasting and how it differs from commercial broadcasting. (10 marks)
2. Analyze the challenges faced by public broadcasting in maintaining audience engagement. (5 marks)
3. Evaluate how public broadcasting upholds non-commercial values while competing with commercial networks. (5 marks)

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