



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
END OF SEMESTER EXAMINATION

SERIES: AUGUST 2024

TIME: 2 HOURS

DATE: AUGUST 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 ONE

Define the following terms as used in broadcast programming:

1. Dayparting (2 Marks)
2. Deficit financing (2 Marks)
3. Demographics. (2 Marks)
4. Deregulation (2 Marks)
5. Designated market area (DMA) (2 Marks)
6. Development ratio (2 Marks)
7. Diary (2 Marks)
8. Dropping in (2 Marks)
9. Easy view (2 Marks)
10. Encore (2 Marks)
11. Equal time (2 Marks)
12. First-run show (2 Marks)
13. Hammocking (2 Marks)

- 14. High-concept show (2 Marks)
- 15. Hypoing (2 Marks)

Question TWO

- a). Explain the two basic forms all programs, regardless of genre or target audience and provide examples to illustrate each form. (6 Marks)
- b). Discuss seven (7) essential programming objectives to consider for successful broadcast programming (14 Marks).

Question THREE

- a) Define "ethics" in the context of programming. (2 Marks)
- b) Provide at least 3 examples of ethical dilemmas faced by television, radio, and internet programmers (18 marks).

Question FOUR

- a) . You are the executive in charge of giving a cancellation notice for a scheduled program. Prepare what you would say. How would you ensure you could work with the production team in the future? (10 marks)
- b) . Discuss any five elements that one should consider in Internet Programming (10 marks)

Question FIVE

Congratulations! You're the new programming manager for Tum TV. Outline ten (10) specific scheduling strategies you'd implement to optimize your programming lineup. (20 Marks)