



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: APRIL 2025

TIME: 2HOURS

DATE: Pick Date APRIL 2025

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

You are designing a training session for new broadcast interns on the evolution of programming across radio, television, and internet platforms.

- a) Using Kenya and global examples, outline key milestones in the history of radio, TV, and internet programming. (10 marks)
- b) Explain how the rise of television changed radio programming approaches in terms of format, time slots, and content. (10 marks)
- c) Analyze how internet technology has influenced content scheduling, audience targeting, and interactive engagement in modern media. (10 marks)

Question 2

You are a media historian and analyst evaluating the influence of advertising on programming.

- a) Explain how advertisers shaped early radio programming models. (10 marks)
- b) Evaluate how today's advertisers influence radio and TV content, using at least two Kenyan examples. (10 marks)

Question 3

A legacy TV station in Kenya is struggling to retain audiences as online platforms gain popularity.

- a) Identify key challenges the station faces in the internet era. (10 marks)
- b) Discuss how creators are adapting content to suit online platforms like TikTok, YouTube, or streaming services. (5 marks)
- c) Propose innovative strategies the station can use to remain competitive. (5 marks)

Question 4

You are part of a development team working on a new scripted television drama.

- a) Describe the early steps you would take from idea generation to acquiring broadcast rights. (10 marks)
- b) Explain how agents and stakeholders (e.g., networks, and producers) influence the development process. (5 marks)
- c) Evaluate how pilot testing could shape the future of the program. (5 marks)

Question 5

You've been asked to review the future of public broadcasting in Kenya amid rising competition from commercial channels.

- a) Explain the mission of public broadcasting and how it differs from commercial media. (10 marks)
- b) Analyze why public broadcasters are struggling to retain audiences. (5 marks)
- c) Evaluate how public broadcasters can maintain their values while staying relevant. (5 marks)