



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 the head of programming at a newly launched TV station targeting youth and young adults in urban Kenya. The station broadcasts from 5 PM to midnight daily.

Using your knowledge of scheduling strategies:

- Explain how you would apply tent poling and hammocking to maximize viewership, and give examples based on entertainment and talk show content. (10 marks)
- Describe how you would use counterprogramming to compete with a popular rival station airing football matches during prime time. (10 marks)
- Evaluate how effective these strategies would be in capturing diverse audience segments and increasing viewer loyalty. (10 marks)

Question 2

Your station is preparing to launch a new morning radio show. Before airing, you must conduct audience testing to refine the show's format and content.

- a) Explain how you would implement focus groups and minitheater testing for the show. (10 marks)
- b) Assess the benefits and limitations of using sampling as part of your research. (5 marks)
- c) Discuss how the data collected would guide your final programming decisions. (5 marks)

Question 3

A trending reality show on your station faces public criticism for promoting harmful stereotypes and glorifying toxic behavior.

- a) Evaluate the role of ethical guidelines in this programming decision. (10 marks)
- b) Propose actions your programming team can take to maintain ethical standards while still appealing to audiences. (10 marks)

Question 4

Your digital content team is developing a YouTube series targeting Gen Z audiences in Kenya.

- a) Identify internal factors within your team or station that will influence the success of the content. (10 marks)
- b) Analyze how external factors such as viewer trends, competition, and regulatory changes may impact content production. (10 marks)

Question 5

Your station uses traditional ratings systems to track audience engagement but finds a mismatch between high ratings and social media engagement.

- a) Explain how traditional rating systems function. (5 marks)
- b) Critically assess the limitations of these systems in the digital era. (10 marks)
- c) Suggest alternative or supplementary methods to measure program success more accurately. (5 marks)

