



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:
CERTIFICATE IN MASS COMMUNICATION
HMC 1112: MEDIA PRESENTATION SKILLS
END OF SEMESTER EXAMINATION

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 is comprised of FIVE questions which are divided into two sections, A and B. **All questions are compulsory.** Section A is a theory exam while Section B is a Project exam to be submitted on the date of this exam.

Do not write on the question paper.

SECTION A: Answer ALL the questions.

Question 1

- a. Name FOUR common program genres you are likely to present in a Radio or TV station.
(4 marks)
- b. Outline NINE possible benefits that a good presentation can bring to the target audience(s).
(6 marks)

Question 2

- (a) Outline SIX qualities of a good Media Presenter. (6 marks)
- (b) You have been sent by your Radio editor to cover a live netball event where Kenya's netball queens are playing against Uganda at KPA Mbaraki Sport Center. What type of microphone would you ideally carry to the venue. Give two reasons for your choice. (4 marks)

Question 3

Name FIVE important facilities that one can find in a broadcast studio. Outline their individual functions. (10 marks)

SECTION B: Individual and Group Projects

Question 1 – Individual (30 marks)

You are required to

- a) Imagine a name for your own Radio Station/Podcast/Youtube Channel. Ensure your name is new by creating it successfully on the Youtube through your Gmail. (1 mark)
- b) Describe your key target audience in about 50 words, and whether you will be doing it in English or Kiswahili. (4 marks)
- c) Describe the main themes or topics that your station/platform will be focusing on. (3 marks)
- d) Now go ahead and create the following:
- (i) A radio news bulletin of 5 items. The items should be relevant to the themes you mentioned in (c) above. At least two items must contain inserts/soundbites. 7.5 marks
- (ii) A TV news bulletin of 5 items. (The items can be similar to ones for radio with necessary adjustments). At least two items must have footage and one must have a piece to camera of yourself. 7.5 marks.
- (iii) A 15-minute TV interview. (On this you can role play amongst class members by for instance interviewing each other on her life experiences). 7 MARKS

Question 2 – Group Project (10 marks)

You are required to identify a social or health issue that the government is trying to address especially an issue related to youth.

Create 90 second Public Service Announcement (PSA) advertisement with main objective being to persuade your target audience. Make it emotional if need be while also minding about the message credibility.

The idea and brief must be approved by the lecturer before you embark on its creation. This applies to both the Individual and the Group projects.

You must continually save your work in your own devices, as you will need to submit the entire portfolio at the end of semester to comprise.