



# TECHNICAL UNIVERSITY OF MOMBASA

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School of Humanities and Social Sciences

Department of Communication Studies

**UNIVERSITY EXAMINATION FOR:**  
**DIPLOMA IN MASS COMMUNICATION**  
**HMC 2207: BROADCAST PROGRAMMING**  
**END OF SEMESTER EXAMINATION**

**SERIES:** APRIL Pickyyear 2025

**TIME:** 2HOURS

**DATE:** Pick DateAprPick Year2025

## Instructions to Candidates

You should have the following for this examination

*-Answer Booklet, Examination Pass and Student ID*

This paper consists of **FOUR** questions.

Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## QUESTION ONE

- a) As a programming manager, identify the FOUR major functions you would be performing. (8 marks)
- b) Outline any EIGHT external factors that influence radio programming. (8 marks)
- c) State any FOUR factors to consider when programming for children. (8 marks)
- d) Identify any THREE radio stations and their formats. (6marks)

## QUESTION TWO

- a) Discuss the FIVE qualities of a good programming manager. (10 marks)
- b) i) Define ***True independent*** station citing one example. (3 marks)  
ii) Outline the challenges that you would face while programming for a true independent station. (7 marks)

## QUESTION THREE

- a) Discuss the major factors that determine format selection. (10 marks)
- b) Explain any FIVE broadcast scheduling strategies. (10 marks)

## QUESTION FOUR

As one in charge of programming for NATION TV, discuss how Philip F. von Ladau's basic programming principles would apply to you. (20 marks)