



TECHNICAL UNIVERSITY OF MOMBASA

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: DECEMBER 2017

TIME: 2 HOURS

DATE: Pick Date Dec 2017

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.

QUESTION ONE

- a) Identify the FOUR major influences that a radio station programming manager has to consider. 8 marks
- b) Explain the FOUR major functions of a radio station programming manager. 8 marks
- c) Explain the skills that you as a programming manager should have in order to carry your duties effectively. 10 marks
- d) Name any FOUR radio formats. 4 marks

QUESTION TWO

- a) Outline any FOUR factors to consider when programming for children. 4 marks
- b) Name TWO institutions in Kenya involved in broadcast programming regulation. 2 marks
- c) Explain the challenges faced in programming for an independent station. 14 marks

QUESTION THREE

- a) Discuss the programming factors to consider in making program acquisition and scheduling decisions. 18 marks
- b) Name any TWO existing sources of programs in Kenya. 2 marks

QUESTION FOUR

Citing relevant examples, explain TEN scheduling strategies that you would use in programming for KENYA TV. 20 marks