



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Department of Communication Studies

UNIVERSITY EXAMINATION FOR: DIPLOMA IN MASS COMMUNICATION HMC 2208: BROADCAST PRESENTATION SKILLS END OF SEMESTER EXAMINATION

SERIES: APRIL 2025

TIME: Choose 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 is a practical paper. Attempt ALL questions.

Do not write on the question paper.

Produce a One-hour sequence show containing the following program formats for an English or Kiswahili radio station of your choice.

Prepare a script for each item on the show and a rundown sheet for the sequence. You can add any elements you deem necessary for your show.

Program item	Duration	Marks
Interview	5 mins	10
Commercial	60 secs	15
Promo/PSA	30 secs	10
News bulleting	5 mins	10
Feature	5 mins	10
Discussion	10 mins	15

The work should be done in the groups selected. You are to submit scripts and a CD of the presentation to the examiner. Each member must voice/present at least one program item.