



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: AUGUST 2024

TIME: Choose hours

DATE: Pick Date Aug 2024

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.

You are required to 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. You can add any elements you consider necessary for your show.

Program format	Duration	Marks
Interview	5 mins	10
Commercial	60 secs	15
Promo	60 secs	15
News bulleting	5 mins	15
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 format.