



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: DECEMBER 2024

TIME: 1 hr Choose hours

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of two sections. Section A is theory while section B is a project. Attempt ALL questions.

Do not write on the question paper.

SECTION A (30 MARKS)

- | | |
|--|----------|
| 1. Identify the golden rules of script presentation | 3 marks |
| 2. State FIVE characteristics of voice presentation | 5 marks |
| 3. Explain the FIVE qualities of the human voice | 10 marks |
| 4. State any TWO ways of overcoming freight when presenting. | 2 marks |
| 5. Studio etiquette is a set of guidelines and practices that professionals working in a studio environment should follow to ensure a productive and respectful atmosphere. Identify TEN guidelines of studio etiquette. | 10 marks |

SECTION B (40 MARKS)

You are required to prepare a presentation for the following program formats for an English/Kiswahili radio station of your choice.

Program format	Duration	Marks
Interview	5 mins	10
Commercial/announcement	30 secs	10
News bulleting	5 mins	10
Feature	5 mins	10

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