



# **TECHNICAL UNIVERSITY OF MOMBASA**

***Faculty of Business & Social Studies***

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN**

**DIPLOMA IN MASS COMMUNICATION**

**(DMP/R 1)**

**BMC 2104: INTRODUCTION TO BROADCAST MEDIA**

**END OF SEMESTER EXAMINATIONS**

**SERIES: APRIL 2014**

**TIME: 2 HOURS**

## **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

***This paper consists of Two printed pages.***

## SECTION A (Compulsory)

### QUESTION 1

- a) Define broadcasting. (2 marks)
- b) Distinguish between pay TV and free to air TV. (4 marks)
- c) Identify any **FOUR** functions of the Communication Commission of Kenya. (6 marks)
- d) Identify and briefly explain any **THREE** impacts of technology on broadcasting. (6 marks)
- e) Outline the importance of broadcasting to a democratic society like Kenya. (6 marks)
- f) Explain what you understand with the term 'digital migration'. (2 marks)
- g) Distinguish between analogue and digital broadcasting. (4 marks)

### SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Discuss any **FOUR** key features of broadcast media. (10 marks)
- b) Identify any **FIVE** different ways that the audience use broadcast media. (10 marks)

### QUESTION 3

- a) Outline any **FIVE** limitations that face broadcasting in Kenya. (10 marks)
- b) i) Identify any **FOUR** program sources for a television station. (6 marks)  
ii) Briefly explain why cable TV is not considered a broadcast media. (4 marks)

### QUESTION 4

- a) i) Distinguish broadcasting and pod casting. (4 marks)  
ii) Briefly explain any **FOUR** reasons for the emergence of community radio stations in Kenya. (8 marks)
- b) Outline the importance of communication theory in the study of media and communication. (8 marks)