



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4316: BROADCAST TECHNIQUES

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: MARCH 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) Distinguish between online reporting and computer assisted reporting. **(4 marks)**
- b) Define defamation. **(2 marks)**
- c) State **FIVE** tips for writing broadcast leads. **(5 marks)**
- d) State the meaning and justification for Science and Technology reporting. **(6 marks)**
- e) State any **FIVE** items in the checklist for criminal trials. **(5 marks)**
- f) Outline the structure of writing a developing story for broadcast. **(8 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Discuss the checklist for a reporter before submitting his/her story for game for broadcast. **(20 marks)**

QUESTION 3

- a) Identify the information contained in a police report. **(10 marks)**
- b) Most contempt cases against reporters are often about contempt committed outside the courts. This is referred to as contempt ex-facie curia. Discuss how a journalist can commit contempt of court. **(10 marks)**

QUESTION 4

- a) Explain the role of business and economy reporting in a society like Kenya. **(10 marks)**
- b) Discuss at least **FIVE** tips on how to cover a business and economy story. **(10 marks)**