



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 4115: INTRODUCTION TO BROADCAST MEDIA

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***
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SECTION A (Compulsory)

QUESTION 1

- a) Define the terms below:
- i) Medium (2 marks)
 - ii) Television (2 marks)
 - iii) Radio (2 marks)
 - iv) Film (2 marks)
 - v) Cable television (2 marks)
- b) Discuss any **THREE** negative influences of television on the society. (6 marks)
- c) Name any **FOUR** major contributors to the history of television. (4 marks)
- d) Explain the **THREE** principles of a program structure. (6 marks)

- e) Identify any **FOUR** radio formats in Kenyan media industry. **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain **FIVE** external factors that influence programming for a radio station. **(10 marks)**
- b) Briefly discuss any **FIVE** characteristics of radio as a broadcast medium. **(10 marks)**

QUESTION 3

- a) The press is usually guided by various principles and theories in their work. Discuss the **FOUR** major press theories. **(8 marks)**
- b) i) Define 'ethics'. **(2 marks)**
ii) Explain any **FIVE** ethical issues that the electronic media usually face. **(10 marks)**

QUESTION 4

- a) Explain **FOUR** characteristics of film. **(8 marks)**
- b) Explain any **FOUR** impacts of the internet on Kenyan Society. **(8 marks)**
- c) Identify any **TWO** television production crew. **(4 marks)**