



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

BSC 4115: INTRODUCTION TO BROADCAST MEDIA

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

- Answer question **ONE (Compulsory)** and any other **TWO** questions
This paper consists of Two printed pages
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SECTION A (Compulsory)

QUESTION 1

- a) i) Define 'electronic media'. (2 marks)
ii) List any **FOUR** types of broadcast/electronic media. (4 marks)
- b) Explain how the broadcast communication process works through the components. (20 marks)
- c) State any **FOUR** negative effects of electronic media on the society. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Using a diagram, explain the radio communication process. (20 marks)

QUESTION 3

- a) Define the following terms: **(10 marks)**
i) Radio
ii) Television
iii) Film
iv) Communication
v) Radio production
- b) Explain the **THREE** principles of a program structure. **(6 marks)**
- c) Give any **FOUR** uses of electronic media. **(4 marks)**

QUESTION 4

- a) Name any **FIVE** radio stations. **(5 marks)**
b) Explain the formats of the radio stations you have named in a) above. **(10 marks)**
c) State any **FIVE** characteristics of radio. **(5 marks)**

QUESTION 5

- a) Does film imitate life or does life imitate film? Discuss in 200 words. **(10 marks)**
- b) Explain **FIVE** ways in which advertiser influence becomes an area of ethical concern. **(10 marks)**