



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2105: INTRODUCTION TO BROADCAST MEDIA

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

TIME: 2 HOURS

INSTRUCTIONS:

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

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Explain the various sources of news available to a broadcast journalist. **(20 marks)**
- b) i) Explain how you would establish the identity of a programme that you produce. **(10 marks)**
ii) Explain how one can keep an audience. **(10 marks)**

SECTION B (Answer any **THREE** questions)

QUESTION 2

Discuss the issues which will determine how long a cameraman should hold a shot. **(10 marks)**

QUESTION 3

Describe the history of the BBC. **(10 marks)**

QUESTION 4

Describe how you would determine the order of items in a news bulletin. **(10 marks)**

QUESTION 5

Discuss the set as found in a modern news room. **(10 marks)**

QUESTION 6

Discuss the main types of fade available. **(10 marks)**