



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

BMC 2221: BROADCAST PRESENTATION SKILLS

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 **Two** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Discuss any **FIVE** characteristics of voice presentation. **(10 marks)**
- b) Explain any **SIX** things that a presenter is advised to avoid. **(12 marks)**
- c) Outline any **EIGHT** qualities you would look for in a television presenter. **(8 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) As a radio presenter in the studio the computer fails to respond, the machine does not start or having given an introduction there is silence when the fader is open. Explain how you would handle the situation. **(12 marks)**
- b) Having learned communication skills in your first semester, explain how it applies in broadcast presentation. **(8 marks)**

QUESTION 3

- a) Discuss the Golden rules of script presentation. **(9 marks)**
- b) Explain why a presenter should avoid saying the following when ending a discussion or interview program. **(6 marks)**
“Well, I’m afraid we’ll have to stop there....”
“What a pity there’s no time to explore that last point....”
- c) Name any **FIVE** prominent radio presenters. **(5 marks)**

QUESTION 4

- a) Discuss the importance of acquiring broadcast presentation skills. **(10 marks)**
- b) Ethics is an important aspect of any profession. Discuss why it is important for a television presenter to know media ethics in relation to his/her work. **(10 marks)**