



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

BMC 2220: BROADCAST PROGRAMMING

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) Programming of all stations is determined by **FOUR** major influences. Discuss. (12 marks)
- b) Explain any **SIX** radio formats. (12 marks)
- c) State the **FOUR** major functions of the programming department. (4 marks)
- d) State any **TWO** external factors to be considered when programming for radio. (2 marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

The program manager should be knowledgeable, should possess administrative and professional skills and particular personal qualities. Discuss the qualities. (20 marks)

QUESTION 3

- a) Write short notes on 'program syndicators' as a source for television programming. (15 marks)
- b) State any **FIVE** challenges faced in programming for an independent station. (5 marks)

QUESTION 4

- a) Explain the factors that influence radio station format selection. (12 marks)
- b) Explain any **FOUR** scheduling strategies. (8 marks)