



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

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Briefly explain factors leading to the success of radio as a medium of communication. **(8 marks)**
- b) Distinguish between cable television and free to air terrestrial television. **(12 marks)**
- c) Briefly outline any **FOUR** functions of the communication Commission of Kenya. **(4 marks)**
- d) Identify and briefly outline any **THREE** key milestones in the development of broadcast media. **(6 marks)**

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Outline any **SIX** advantages that cable and satellite TV enjoys over analogue TV broadcasting. **(12 marks)**
- b) Briefly explain how Kenyans use the broadcast media. **(8 marks)**

QUESTION 3

Outline the contribution of the following in development of broadcast media:

- a) John Walson
- b) Guglielmo Marconi
- c) Paul Nipkow **(12 marks)**

QUESTION 4

- a) With relevant examples explain the **THREE** forms of broadcast ownership found in Kenya. **(6 marks)**
- b) Identify any **SIX** negative effects the liberalized broadcast media can have on the audience in Kenya. **(12 marks)**
- c) Define multiplexing in relevance to TV broadcasting. **(2 marks)**