



# 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**

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) Explain **FIVE** personal qualities of a good program manager. **(10 marks)**
- b) Discuss the importance of audience analysis to a TV programmer. **(10 marks)**
- c) Explain any **FIVE** external factors that influence a program manager's decisions and actions. **(10 marks)**

## SECTION B (Attempt any TWO questions)

### QUESTION 2

- a) Outline the role of a program manager in a radio station. **(8 marks)**
- b) Briefly explain the **THREE** main program sources for a radio station. **(12 marks)**

### QUESTION 3

- a) Discuss any **THREE** information formats. **(12 marks)**
- b) Explain the **FOUR** influences on programming. **(8 marks)**

### QUESTION 4

- a) "The television program manager weighs many factors in making program acquisition and scheduling decisions. Explain any **FIVE**. **(10 marks)**
- b) Discuss any **FIVE** scheduling strategies for television. **(10 marks)**