



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

## **BMC 4316 : BROADCAST TECHNIQUES**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- Answer **Four** questions.
  - Question **ONE** is **Compulsory**.
- This paper consists of Two printed pages***
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### **QUESTION 1 (Compulsory)**

- a) Define the following
- |                              |          |
|------------------------------|----------|
| i) Reporting                 | (2marks) |
| ii) Editing                  | (2marks) |
| iii) Breaking news           | (2marks) |
| iv) Exclusives/Scoops        | (2marks) |
| v) Investigative reporting   | (2marks) |
| vi) Interpretative reporting | (2marks) |
| vii) Specialized reporting   | (2marks) |
- b) State THREE functions of broadcast leads. (6marks)
- c) Define the 2 types of defamation (4marks)
- d) Define the 3 variants of follow up stories. (6marks)

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

**QUESTION 2**

- a) Discuss how a reporter would approach a crime story that involves homicide. **(10 marks)**
- b) Justify five (5) items in the checklist for arrest in the above story. **(10marks)**

**QUESTION 3**

- a) Discuss challenges associated with political reporting. **(10 marks)**
- b) Highlight the functions of a political reporter **(10 marks)**

**QUESTION 4**

- a) Explain the qualities expected of an outline reporter. **(10 marks)**
- b) Discuss the qualities of a good science and technology report. **(10marks)**