



# 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 4115: INTRODUCTION TO BROADCAST MEDIA**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 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***

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### SECTION A (Compulsory)

#### QUESTION 1

- a) Outline any SIX uses of broadcast media. (6 marks)
- b) State any SIX characteristics of broadcast media. (6 marks)
- c) Explain any THREE emerging radio technologies and their impact on the radio industry. (6marks)
- d) Name any TWO satellite T.V providers. (2marks)
- e) Explain any THREE strategies for T.V programming. (6marks)
- f) Define the following terms:

- i) F.M  
(2marks)
- ii) Defamation  
(2marks)

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

#### **QUESTION 2**

- a) Programs have a three part structure; opening, body, closing. Briefly discuss the functions of each part. (20 marks)
- b) Name any TWO media regulators in Kenya. (2marks)
- c) State any THREE internal factors that affect radio programming. (3marks)

#### **QUESTION 3**

- a) Define 'Radio production'. (2marks)
- b) The sound of a radio station is created using various source of sound to create a specific product that appeals to a specifying listener. Briefly explain how the unique sound of a station is achieved. (12marks)
- c) Explain any THREE radio formats. (6marks)

#### **QUESTION 4**

- a) Television programming is usually based on a number of principles. Discuss any five such principles (10marks)
- b) Broadcast media has been blamed for having a negative impact on the society. However, it also has had some positive effects. Discuss FIVE positive effects. (10marks)