



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2104 : 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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define 'Electronic media' (2 marks)
- b) Name any FOUR types of broadcast media. (4 marks)
- c) State any SIX uses of broadcast media. (6 marks)
- d) Define 'Radio' (2marks)
- e) State the four major functions of a typical television station. (4marks)
- f) Name the THREE main stages of film production. (3marks)
- g) State any FIVE negative effects of electronic media. (5marks)
- h) Highlight any FOUR internal factors to consider when programming for a radio station. (4marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

- a) Discuss any FIVE components of the broadcast communication process. (10marks)
- b) Explain any FIVE radio formats in the Kenyan media industry. (10 marks)

QUESTION 3

- a) Discuss the following ethical uses in the media.
 - i) Advertiser influence
 - ii) Social responsibility
 - iii) Acceptance of freebies
 - iv) TV re-enactments
 - v) Vulgar language (10marks)
- b) Explain the THREE principles of the program structure. (6marks)
- c) State any FOUR duties of a radio programmer. (4marks)

QUESTION 4

- a) Explain any FOUR principles on which TV programming is based. (8marks)
- b) Explain the Four programming strategies for television. (8marks)
- c) Name any TWO key players in the history of television. (4 marks)