



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 4)

## **BMC 2218: BROADCAST PROGRAMMING**

END OF SEMESTER EXAMINATIONS

**SERIES:** DECEMBER 2013

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A** & **B**.
- Answer all questions in Section **A**.
- Answer any other **Two** questions in Section **B**.

***This paper consists of Two printed pages.***

## **SECTION A (Compulsory)**

### **QUESTION 1**

- a) Identify any FOUR program sources for a television station. (6 marks)
- b) Define Turning inertia as used in broadcast programming. (2 marks)
- c) Highlight any Three (3) elements of audiences flow. (6marks)
- d) Distinguish between bridging and hammocking as used in broadcast programming. (4marks)
- e) State and briefly describe 4 program promotion strategies used by local stations today. (6marks)
- f) Briefly explain how children TV viewing habits are used by programmes to reads the audience. (4marks)
- g) Outline how station ownership influences programming. (2marks)

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

### **QUESTION 2**

Demonstrate how the following strategies are used in radio and TV broadcasting

- a) Bridging (3 marks)
- b) Counter programming (3 marks)
- c) Hammching (3marks)
- d) Stunting (3marks)
- e) Lead in and lead out (3marks)
- f) Habit formation (3marks)
- g) Control of audience flow (2marks)

### **QUESTION 3**

Discuss how each of the following affects programmers of station ownership. (4marks)

- a) Station ownership (4marks)
- b) The communication commission of Kenya. (4marks)
- ii) Outline any 4 ethical issues that have a bearing on programming. (8marks)
- iii) State any 4 duties of a program manager. (4marks)

### **QUESTION 4**

- a) A program is both a controller and protectors.  
Discuss this statement in relation to any station of your choice. (12 marks)
- b) Illustrate any 4 station formats used in local broadcast environment. (8marks)