



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

BMC 2105: INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMINATIONS

SERIES: AUGUST 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) i) Define 'media' (2marks)
ii) State any FIVE uses of electronic media . (5marks)
iii) State any FIVE components of the broadcast communication process. (5marks)
- b) Discuss any THREE ethical dilemmas that a journalist may face while carrying out his/her duties. (6marks)
- c) Distinguish between Cable TV and 'satellite Tv. (4marks)
- d) State any THREE internal factors to consider in radio programming. (3marks)
- e) Outline any THREE principles on which TV programming is based. (3marks)

SECTION B

QUESTION 2

- a) 'According to 'Audience Gratification Theory', people use the media to satisfy various needs. Discuss giving relevant examples. (6marks)
- b) Explain any FIVE positive effects of electronic media. (10marks)
- c) Explain the following in regard to media ethics
 - i) Taste (2marks)
 - ii) Defamation (2marks)

QUESTION 3

- a) i) Define 'Television' (2marks)
ii) Give FOUR reasons for people using TV. (4marks)
- b) Explain the FIVE functions of a typical TV station. (10marks)
- c) Identify any FOUR advantages of TV. (4marks)

QUESTION 4

- a) i) Explain the role of Guglielmo Marconi in the history and development of radio. (5marks)
ii) Name and outline the major functions of first communication commission formed in America. (4marks)
- b) i) Name any SEVEN radio formats. (7marks)
ii) please refer to original copy for the night question. (4marks)