



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

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: OCTOBER 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

- i) Distinguish between public and private broadcasting. (4marks)
 - ii) Discuss any 5 elements signal delivery systems (4marks)
 - iii) Identify and explain any 5 features of broadcast media. (15marks)
 - iv) Using relevant examples outline any FOUR major differences between commercial and public broadcasting. (6marks)
 - v) Identify any FIVE functions of the communication commission of KENYA. (4marks)
 - vi) Distinguish between self regulation and government regulation as applies to the broadcast media in Kenya. (5marks)
 - vii) Briefly explain any two reasons why the study of theory is important in this course. (2marks)
- (4marks)

SECTION B

QUESTION 2

- i) Briefly explain how broadcast media is regulated in Kenya.
(6marks)
- ii) Using real life examples outline how information technology has impacted on the broadcast media in Kenya. (6marks)
- iii) Discuss any 4 inherent features of broadcast media.
(8marks)

QUESTION 3

- i) Using examples from any African county of your choice identify any 5 functions of film in society. (10marks)
- ii) Digital technology is both a boon and barie for the film industry. Discuss (10marks)

QUESTION 4

- i) Outline any 4 major benefits of internet radio us over the air radio.
(8marks)
- ii) Point out any 3 challenges to internet broadcasting in Kenya.
(6marks)
- iii) Identify any six reasons behind the popularity of radio as a medium of mass communication in Africa. (6marks)