



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 4223 : BROADCAST JOURNALISM

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***
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SECTION A (Compulsory)

QUESTION 1

- a) Define the following types of interviews.
 - i) Grabbed interviews (2marks)
 - ii) Vorpap (2marks)
 - iii) Hard news interviews (2marks)
 - iv) Photogravure (3marks)
- b) Discuss FIVE ways in which invention of writing impacted on the society. (10marks)
- c) Explain with real examples how the Kenyans print media has played an agenda-setting role in the still ongoing political and constitutional reforms. (8marks)

QUESTION 2

- a) Highlight an historical development of the printing technology between AD 100 to 1450. **(10marks)**
- b) Explain the impact of the printing press in Europe and the world at large. **(10marks)**

QUESTION 3

- a) Discuss
 - i) The factors that led to the emergency of penny press. **(8marks)**
 - ii) The effects of the penny press on the society. **(8marks)**
- b) Explain briefly how newspapers can be classified. **(4marks)**

QUESTION 4

- a) Explain how the internet and new media in general threatens the survival of the print media. **(12marks)**
- b) Newspaper readership in the coast counties is dismally low. Propose practicable measures that can be taken to improve sales and readership. **(8marks)**

QUESTION 5

- a) Outline key steps on the book publishing process. **(10marks)**
- b) THREE advantages and Two disadvantages of e-book publishing. **(10marks)**