



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

[A Constituent College of JKUAT]

Faculty of Business & Social Studies

**DEPARTMENT OF MEDIA & GRAPHIC DESIGN
DIPLOMA IN MASS COMMUNICATION (DMTV 4)**

**BMC 2221: BROADCAST PRESENTATION
END OF SEMESTER EXAMINATION**

SERIES: APRIL 2012

TIME: 2 HOURS

Instructions to Candidates:

Answer question **ONE** and any other **TWO** questions
This paper consist of **TWO** printed pages

Question 1

- a) Write the English short vowels (6 marks)
- b) Define the following:
 - (i) Diphthongs
 - (ii) Triphthongs
 - (iii) Plosives (6 marks)
- c) Write the **SIX** English plosive consonants (6 marks)
- d) Discuss the golden rule for script presentation (12 marks)

Question 2

- a) Explain the seven Ps of presentation (14 marks)
- b) Outline any **SIX** of the things you need to avoid as a presenter (6 marks)

Question 3

- a) Explain the **FIVE** qualities of the human voice that make presentation (10 marks)
- b) Outline the qualities of a good interviewer (10 marks)

Question 4

Discuss why it is important for broadcast journalists to be trained in broadcast presentation skills