



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (RADIO)
DIPLOMA IN BROADCAST/PRINT JOURNALISM

BROADCAST MANAGEMENT

MODULE III

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. The paper consists of **SEVEN** questions.
2. Answer any **FIVE** questions only.
3. All questions carry equal marks.
5. Cheating leads to disqualification.
6. Switch off mobile phone.

- Q.1 (a) Outline the major functions of a Broadcast programmer. (10 marks)
- (b) Discuss the challenges of a Broadcast Programmer. (10 marks)
- Q.2 (a) State and explain **FIVE** objectives of promotions in the media industry. (10 marks)
- (b) Outline FIVE bases of audience segmentation. (10 marks)
- Q.3 “Leaders are born not made” Discuss. (20 marks)
- Q.4 Discuss the factors that determine the degree of decentralization in an organization. (20 marks)
- Q.5 Critically examine the role of Media Council in the management of media industry in Kenya. (20 marks)
- Q.6 With the aid of a diagram, demonstrate the organizational structure of the proposed POLY FM”. (20 marks)
- Q.7 Outline **TEN** functions of a production manager in a T.V studio. (20 marks)