



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

(BJMC 2)

BMC 4115: INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

This paper consists of **FIVE** questions in two sections **A & B**

Answer **ALL** questions in section **A** and any other **TWO** in section **B**

This paper consists of **TWO** printed pages

SECTION A (COMPULSORY)

Question One

- a) (i) Define “Media” **(2 marks)**
(ii) State **FOUR** uses of electronic media. **(4 marks)**
- b) (i) Define “Communication” **(6 marks)**
(ii) Describe **FIVE** components of the broadcast communication process. **(10 marks)**
- c) Journalists are faced with various ethical dilemma every day. One of those is “Acceptance of gifts and freebies”. Give justifications as to why one should or should not accept gifts or freebies. **(8 marks)**
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SECTION B (Attempt any TWO questions)

Question Two

- a) (i) Explain the role of Guglielmo Marconi in the invention of radio. (5 marks)
- (ii) One of the first Communication Commission was formed in America. Name and state the major functions of the commission. (4 marks)
- b) (i) Name **TWO** radio formats. (2 marks)
- (ii) Outline any **FOUR** characteristics of radio as a broadcast medium. (4 marks)
- (iii) Highlight any **FIVE** internal factors to consider when coming up with programming for radio station. (5 marks)

Question Three

- a) (i) Define “Television” (2 marks)
- (ii) Give **FOUR** reasons as to why people use TV. (4 marks)
- b) Discuss **FIVE** functions of a typical TV station. (10 marks)
- c) Distinguish between “Cable TV and satellite TV. (4 marks)

Question Four

- a) (i) Define “film” (2 marks)
- (ii) Explain the characteristics of film. (8 marks)
- (iii) State the **THREE** main stages of the film production process. (3 marks)
- (iv) Name any **ONE** film production company. (1 mark)
- b) Describe the basic structure of a program. (6 marks)

Question Five

- a) Giving relevant examples, explain the “Audiences Gratification Theory” (8 marks)
- b) Explain any **FOUR** positive effects of electronic media. (8 marks)
- c) Explain the following in regard to media ethics.
- (i) Defamation (2 marks)
- (ii) Taste (2 marks)

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