



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA AND GRAPHIC DESIGN

DIPLOMA IN GRAPHIC DESIGN

(DGD)

INTRODUCTION TO BROADCAST MEDIA

END OF SEMESTER EXAMS

SERIES: APRIL/MAY 2010

TIME: 2½ HOURS

INSTRUCTIONS TO CANDIDATES

1. This paper consists of **SIX** questions.
2. Answer any **FIVE** questions.
3. Cheating leads to disqualification.
4. Switch off mobile phone.

- Q.1 (a) Explain how the unique sound of a radio station is achieved. (10 marks)
- (b) Discuss any **FIVE** radio formats. (10 marks)
- Q.2 (a) Explain **SIX** external factors to consider in coming up with programming for radio station. (12 marks)
- (b) Explain **FIVE** internal factors to consider in coming up with programming for radio station. (8 marks)
- Q.3 (a) Outline the **THREE** principles of programme structure. (6 marks)
- (b) Discuss in detail the basic structure of a programme and the functions of each part. (14 marks)
- Q.4 (a) (i) Define 'television'. (2 marks)
- (ii) State the advantages of TV as a medium. (6 marks)
- (b) Discuss **FOUR** ways in which programming can be made to attract audience. (12 marks)
- Q.5 (a) Outline the contribution of the following TV history.
- (i) Paul Nipkow
- (ii) Vladimir Zworykin
- (iii) Philo Farnsworth
- (iv) John Logie Baird
- (v) Newton Minow (10 marks)
- (b) Does film imitate life or does life imitate film? Discuss. (10 marks)
- Q.6 As a journalist you have been invited for the launch of a product by a major manufacturing company. This company however has been accused of disposing toxic waste to a nearby water body. People have been affected by the waste and others have even died. Discuss how you would handle this situation as a responsible journalist. (20 marks)