



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER

SPECIAL/SUPPLEMENTARY EXAMS

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 214

COURSE TITLE: INTRODUCTION TO ELECTRONIC MEDIA

DATE: 21/7/2022

TIME:

INSTRUCTION TO CANDIDATES

Instructions: Answer Question One and any other Two Questions

TIME: 2 Hours

This Paper Consists of 3 Printed Pages. Please Turn Over. ►

KIBU observes ZERO tolerance to examination cheating

QUESTION ONE

- a) What do you understand by the term camcorder? Cite TWO examples of camcorder formats. (2 marks)
- b) State and explain features that distinguish digital video camera from analogue video camera (5 marks)
- c) While a CD, DVD or CD-ROM contains digital data, these are now old-fashioned, arguably redundant technology. State and explain examples of new media. (5 marks)
- d) Radio is most used form of communication especially in remote areas. Trace the early usage of radio that contributed to its invention. (8 marks)
- e) Scripting for Radio requires intensive research in order to achieve the intended goal. Discuss tips for excellent Radio scripting. (10 marks)

QUESTION TWO

- a). What do you understand by commercial broadcasting? (5 marks)
- b). How is commercial broadcasting in Kenya regulated? (5 marks)
- b) With relevant examples, discuss how commercial broadcasting differ from vernacular broadcast. (10 marks).

QUESTION THREE

Society is affected by the media diversity. State and explain by giving examples how media is affected by society. (20 marks)

QUESTION FOUR.

The Internet has inspired interaction and connectivity through its social networking medium. Discuss the impact of internet on mass communication in the 21st century. (20 marks)

QUESTION FIVE.

Discuss the following as used in Electronic Media (20 marks)

- a) Camera control unit (3 marks)
- b) High Definition Television (HDTV) (3 marks)

- c) Colour Bar Generator (3 marks)
- d) Acoustics (3 marks)
- e) Audio console (3 marks)
- f) Convergence of Technologies (3 marks)
- g) Action line (2 marks)