



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

SECOND YEAR FIRST SEMESTER

SPECIAL/ SUPPLEMENTARY EXAMINATION

FOR THE DEGREE OF BA, JOURNALISM AND MASS COMMUNICATION.

COURSE CODE: JMC 223

COURSE TITLE: Introduction to Broadcasting

DATE: 28th July, 2022

TIME: 11.00 a.m. – 1.00 p.m.

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating

QUESTION ONE – COMPULSORY (30 MARKS)

- a) Explain the **five C's** of broadcast writing. (15 marks)
- b) Discuss qualities of a good broadcaster. (15 marks)

QUESTION TWO (20 MARKS)

Discuss importance of the pre-production stage in television programme production.

QUESTION THREE (20 MARKS)

Discuss the relevance of vox-pops in television programme production.

QUESTION FOUR (20 MARKS)

Identify any **five** radio programme production personnel and discuss the roles of each.

QUESTION FIVE (20 MARKS)

Discuss the components of a good programme proposal.