



**MASENO UNIVERSITY**  
**UNIVERSITY EXAMINATIONS 2016/2017**

**SECOND YEAR FIRST SEMESTER EXAMINATIONS FOR  
THE DEGREE OF MASTER OF ARTS IN  
COMMUNICATION AND MEDIA STUDIES**

**CITY CAMPUS – REGULAR**

**AMS 815: BROADCAST MEDIA PRODUCTION**

Date: 9<sup>th</sup> June, 2017

Time: 2.00 - 5.00pm

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**INSTRUCTIONS:**

- Answer Question ONE and any other TWO.

1. Broadcast media plays an important role in the growth and development of a democratic society. Using five examples discuss the above statement  
(20 Marks)

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2. With illustrations, explain the significance of programme technology and programme delivery in broadcast media (20 Marks)
3. With relevant examples demonstrate how lighting plays an integral part in the production of quality television programmes. (20 Marks)
4. a. Financing of broadcast industries is fundamental in ensuring quality operations and sustainability of any broadcast station. Discuss? (15 Marks)
- b. Using examples describe five camera terminologies used in Television and video production (5 Marks)
5. Discuss how programme formats are significant in the development of programme schedules of a public radio station in Kenya. (20 Marks)