



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2022/2023 ACADEMIC YEAR
SECOND YEAR / SECOND SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES
BACHELOR OF SCIENCE IN COMMUNICATION
& PUBLIC RELATIONS/JOURNALISM**

**COURSE CODE: CMJ 2205-1
COURSE TITLE: FUNDAMENTALS OF
PROGRAMMES BROADCAST PRODUCTION**

DATE: 28 /4/ 2023

TIME: 0830-1030 HRS

INSTRUCTIONS TO CANDIDATES

Answer questions ONE and any other TWO.

This paper consists of 2 printed pages. Please turn over.

Section A

1.How are programs structured and broadcast in the field of broadcast programming?

(5 marks)

2. Explain the impact of changes in viewing habits and technological innovations on the way programs are structured and delivered to audiences

(5 marks)

3. What are the sources of programs for broadcast stations? Discuss the various ways in which programs are acquired, developed, and produced including in-house production, independent production, and co-productions. Additionally

(5 marks)

4. Discuss the ways in which audience behavior and preferences impact programming decisions, content creation, and revenue streams.

(5 marks)

Section B

1. How has broadcast programming evolved over the years, and what impact has this had on media consumption? Discuss the rise of streaming services, binge-watching, and the decline of traditional TV viewing.

(15 Marks)

2. What are the ethical and moral considerations that go into broadcast programming decisions, particularly in terms of the representation of diverse communities and social issues? Using examples, discuss the role of programming in shaping public discourse and cultural attitudes.

(15 Marks)

3. What is the relationship between advertising and broadcast programming, and how has this relationship changed over time? Discuss the impact of advertising on programming content, as well as the effects of advertising on consumer behaviour

(15 Marks)

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