



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

**2018/2019 ACADEMIC YEAR
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL
SCIENCES**

**BACHELOR OF SCIENCE IN
COMMUNICATION & PUBLIC
RELATIONS/JOURNALISM**

COURSE CODE: CMJ 3203

**COURSE TITLE: BROADCAST NEWS
PRODUCTION**

DATE: 18TH APRIL, 2019
10.30AM

TIME: 8.30AM-

INSTRUCTIONS TO CANDIDATES

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

1. You are in the newsroom and the university in your community has just received 10 million shillings to establish an e-library. In relation to your work as a reporter, answer the following:

a) List any 5 physical sources and 5 human sources you would consider.

(10mks)

b) Explain why you chose each of your sources.

(10mks)

c) List 5 questions you would ask each one of your sources and why.

(10mks)

2. Explain the guidelines necessary for broadcast news writing.
(20mks)

3. Using illustrations, describe the difference between a radio news script and a TV news script.

(20mks)

4. Using examples, explain how the following formats are used in a Radio newscast

a) Wrap

(5mks)

b) Reader

(5mks)

c) Bulletin
(5mks)

d) Package
(5mks)

5. Imagine that you have been assigned to prepare a TV news package on the demolitions of buildings in your town. Explain how you will incorporate the following elements:

a) VO/SOT
(4mks)

b) Actualities
(4mks)

c) The lead
(4mks)

d) Sound bite
(4mks)

e) NAT sound
(4mks)

//END