



# MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR SECOND SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF COMMUNICATION AND  
JOURNALISM**

**COURSE CODE: CMJ 3206  
COURSE TITLE: ELECTRONIC NEWS  
GATHERING**

**AND REPORTING**

**DATE: 23<sup>RD</sup> APRIL 2019  
8.30AM-10.30AM**

**TIME:**

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**INSTRUCTIONS TO CANDIDATES**

Answer question ONE and any other TWO questions

### **Question one**

- a) Explain the meaning of a lead (2 marks)
- b) Discuss two qualities of a good lead (2 marks)
- c) Discuss four types of leads that apply in broadcast (16 marks)
- d) Discuss the qualities of a good broadcast announcer/reporter (10 marks)

### **Question two**

- a) Explain the usage of the following ENG equipment
  - i. Microphones (2 marks)
  - ii. Mixer (2 marks)
  - iii. Sound editing suit (2 marks)
  - iv. Transmitter (2 marks)
- b) Explain the basic treatment of a good sound studio (12 marks)

### **Question three**

- a) Define news (2 marks)
- b) Explain the following elements of news
  - i. Oddity (2 marks)
  - ii. Proximity (2 marks)
  - iii. Bizarreness (2 marks)
- c) Discuss any six types of news (12 marks)

### **Question four**

- a) Explain the meaning of an interview (2 marks)
- b) Discuss the qualities of a good interview (4 marks)
- c) Discuss any seven types of interviews that apply in ENG (14 marks)

**Question five**

Discuss the challenges of practicing journalism in Kenya today.  
(20 marks)

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