



**NATIONAL UNIVERSITY OF LESOTHO
INSTITUTE OF EXTRA MURAL STUDIES
RESEARCH, EVALUATION & MEDIA DEPARTMENT
DIPLOMA IN MASS COMMUNICATION
2022/2023 ACADEMIC YEAR**

**MAC 0204 – Broadcasting (Radio & Television) – Year 2
First Semester Final Examination Paper**

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January 2023

Marks: 60

Time: 3 hrs.
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Instructions:

- Read all questions carefully before you answer.
- **Section A is compulsory.**
- **In Section B, answer only three (3) questions.**
- Number your answers exactly the same way they appear on the question paper.
- Please ensure that you proof-read all your answers.
- Marks will be deducted for untidy and/or illegible handwriting and grammar mistakes.
- Each question must be answered on a separate page.

SECTION A – It is compulsory.

Question 1

Define the following terms in **your own words**:

- A. Broadcasting Ethics
- B. Pitch
- C. Obscenity
- D. Censorship
- E. Programme Schedule

[10]

Question 2

- A. List (three) 3 factors that broadcast stations consider in order to achieve its objectives. [3]
- B. Explain the programme format and why it is necessary in broadcast media. [3]
- C. Explain the four (4) reasons of organising the broadcast programmes. [4]
- D. Mention any four (4) characteristics television broadcasting. [4]
- E. Explain and explain the three (3) characteristics of radio audience. [6]

SECTION B – 20 Marks. Answer any three (3) questions.

Question 3

Give the details on the role of radio as a public service broadcaster, and its efforts to earn revenue. [10]

Question 4

Explain the advantages of Frequency Modulation (FM) over Amplitude Modulation (AM). [10]

Question 5

What are five (5) examples of music genres that are designed to form part of music programmes for a broadcast station. [10]

Question 6

Give the details of on any five (5) programmes scheduling strategies that broadcast station use in order to win its audiences. [10]