



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC I)

BMC 2105: TELEVISION PRODUCTION TECHNIQUE I

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

This paper consists of Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) i) Define a “CUT”. (2 marks)
ii) Highlight **FOUR** reasons for cutting. (4 marks)
- b) Describe an establishing shot and highlight **TWO** ways it can serve in video production. (4 marks)
- c) Explain the terms below:
i) Flow of a story (3 marks)
ii) Shot alternation (3 marks)
iii) Sequential order of shots. (3 marks)
- d) Distinguish the terms below:
i) Signature tune (3 marks)
ii) Background music. (3 marks)
- e) Mention any **FIVE** crew members in TV production in a television crew. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain the process of obtaining a long shot from a close up with a camera. (8 marks)
- b) Explain the communication procedures involved in a production while mentioning the key persons involved. (8 marks)
- c) Explain “creativity” and its role in video production. (4 marks)

QUESTION 3

- a) Distinguish the terms below:
i) Zoom in (2 marks)
ii) Zoom out (2 marks)
- b) In relation to the above highlight the importance of each in relation to video production. (6 marks)
- c) Outline a ‘live’ and a “dead” studio. (8 marks)
- d) State **TWO** functions of a production note book. (2 marks)

QUESTION 4

- a) Distinguish between “Audio” and “visual’ effects and their contributions in video production. **(5 marks)**
- b) Define and outline the use of the terms below:
i) Wind
ii) Cue in
iii) Fade in black **(9 marks)**
- c) Explain the following facilities and their main functions:
i) Production gallery **(3 marks)**
ii) Production studio **(3 marks)**

QUESTION 5

- a) Explain the following productions:
i) Video production
ii) Radio production
iii) Print productions. **(9 marks)**
- b) Explain ‘echo” in video production studio. **(5 marks)**
- c) Highlight **THREE** functions of the camera man. **(6 marks)**