



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**BMC 4303: AUDIO PRODUCTION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 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 Two printed pages*

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**SECTION A (Compulsory)**

**QUESTION 1**

Define the following in relation to sound

- |                    |           |
|--------------------|-----------|
| a) Sound waves     | (2 marks) |
| b) Frequency       | (2 marks) |
| c) Timbre          | (2 marks) |
| d) Phase           | (2 marks) |
| e) Periodic motion | (2 marks) |
| f) Wavelength      | (2 marks) |
| g) Wavefront       | (2 marks) |
| h) Amplitude       | (2 marks) |
| i) Lenders         | (2 marks) |
| j) Reinforcement   | (2 marks) |

- k) Cancellation (2 marks)
- l) Distortion (2 marks)

### QUESTION 2

Explain the following in relation to audio production

- a) Analog recording (2 marks)
- b) Digital recording (2 marks)
- c) Multi-tracking (2 marks)

### SECTION B (Answer any Two Questions)

#### QUESTION 3

You have been hired as a producer for a regional radio station, discuss the top **TEN** keys you would consider in creating great radio ads for your media station. (20 marks)

#### QUESTION 4

When doing your recording, it is always advisable to use the right mics for the right job. With the help of diagrams discuss the **THREE** basic kinds of mics, their advantages and disadvantages, as well as their typical uses. (20 marks)

#### QUESTION 5

Signal flow is one of the most essential concepts to the success of the audio recording experience. Understanding and planning out the signal flow for recording session will help in keeping a session stress free and focused on the production. With the help of a well labelled diagram, explain in detail the signal flow of sound in a professional recording studio. (20 marks)