



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4412: ADVANCED TELEVISION PRODUCTION

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: Choose hours **HOURS**

DATE: Pick Date **Apr 2016**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of Choose No questions. Attempt ALL questions.

Do not write on the question paper.

Question ONE

1. Working in groups of four, produce a 10 minute TV interview on one of the following topics:
 - A student club within the University
 - A sports team within the University
 - A religious association eg. Christian union, catholic union or Muslim union
 - A regional association of students

Tasks and deadlines

Proposal submission	Saturday 5 th March	10 marks
Shooting	Wednesday 16 th March (3pm-7pm) and Thursday 17 th March (3pm-7pm)	
Post production & submission	Thursday 24 th March (3 pm-7pm)	25 marks

Question TWO

1. Produce a 40 second Public Service Announcement to promote cancer screening.

Tasks and deadlines

Proposal and script submission	Thursday 31 st March	15 marks
Shooting	Thursday 7 st April (3pm-7pm) and Friday 8 th (9 am- 1pm)	
Post production & submission	Thursday 14 th April (3pm-7pm) and Friday 15 th April (9 am- 1pm)	20 marks

Question THREE

You have been provided with raw footage on the folder A on the desktop. Review the footage and:

- i. Script a 30 second commercial
- ii. Produce the commercial

NB: Record a narration/ VO in the radio studio and incorporate it in the commercial.

Tasks and deadlines

Script submission	Thursday 21 st April (3pm-8pm)	15 marks
Post production & submission	Thursday 21 st April (3pm-8pm)	15 marks