



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A CONSTITUENT COLLEGE OF JKUAT)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R2)

BMC 2112: T.V PRODUCTION TECHNIQUES

END OF SEMESTER EXAMINATIONS

SERIES: NOVEMBER/DECEMBER 2011

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions
- Answer question **ONE (Compulsory)** and any other **THREE** questions.

This paper consists of Two printed pages.

SECTION A (Compulsory)

1. Create a story body of the Mombasa Polytechnic University College advert focusing on the structure and key areas. **(30 marks)**

SECTION B (Answer any TWO questions)

2. (a) Explain how you would set up lighting for shooting in a production studio. **(5 marks)**

(b) Create a rough sketch of how you would position the lighting in the same studio. **(5 marks)**
3. (a) Name **FOUR** major shots in television production. **(5 marks)**

(b) Explain the functions of the **FOUR** shots named in (3 (a) above). **(5 marks)**
4. (a) Identify the **THREE** parts of a video camera. **(3 marks)**

(b) Of the **THREE** parts named in (4, a) above select **TWO** and highlight their functions. **(2 marks)**

(c) Explain the difference between amature video production and professional video production. **(5 marks)**
5. List **TEN** functions of video production. **(10 marks)**
6. (a) Describe the functions of audience analysis in T.V. production. **(5 marks)**

(b) Explain the functions of emotional appeal in T.V. production. **(5 marks)**