



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4412: ADVANCED TV PRODUCTION AND DIRECTING**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 4 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.**

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## **Question ONE**

You have been provided with raw footage on the folder 1 on the desktop. Review the footage and:

- i. Script a 30 second commercial for the Kenya Port Authority. (10 marks)
- ii. Produce the commercial (20 marks)

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

## **Question TWO**

Produce a 10 minute feature of the Technical University of Mombasa. You must have either an interview incorporated, a narration/VO or Both. (40 marks)

## **Question THREE**

Script and produce a 35 second advert of the Technical University of Mombasa. (30 marks)