



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4303: AUDIO PRODUCTION

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2016

TIME: 2 HOURS

DATE: Pick Date Dec 2016

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

a. Define the following terminologies as used in audio production:

- a) Reinforcement (2 marks)
- b) Amplitude (2 marks)
- c) Cancellation (2 marks)
- d) wavelength (2 marks)

b. Editing is the process of manipulating digital audio files using sound editing software. State any six (6) common editing modifications that may be made to sound files. (12 marks)

c. In audio production, there is a phenomenon that occurs when the signal is not properly isolated and the microphone picks up another nearby instrument. As an audio producer, state what this phenomenon is and the ways to prevent it. (10 marks)

Question TWO

As the producer for Tum Radio you have been visited by the first year media students in the class of radio production;

- i. With examples explain to them any FIVE (5) differences between monaural sound and stereophonic sound. (10 marks)
- ii. Discuss with them any Five (5) miking techniques based on the working distance.(10 marks)

Question THREE

As an audio producer, how you carry yourself and handle studio equipment while inside a radio studio is very important in ensuring accident free productions. Discuss studio etiquette in relation to the following. (20 marks)

- 1) Good Working Practice:
- 2) Cabling & Stands:
- 3) Microphones:
- 4) Amplifiers and headphones:

Question FOUR

You have been invited to an Audio Sound Conference in the city of Paris to make a presentation on creating audio advertisement pieces. Discuss the TEN (10) keys to creating great audio advertisements that would be part of your presentation. (20 marks)

Question FIVE

Microphones are an important component in audio recording. With the help of diagrams discuss the three basic types of microphones, their uses, advantages and disadvantages. (20 marks)