TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

Type unit code: AUDIO PRODUCTION

END OF SEMESTER EXAMINATION

SERIES:APRIL2016

TIME:2HOURS

DATE:Pick DateMay2016

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. AttemptChoose instruction.
Do not write on the question paper.

Question ONE

a. Define the following as used in audio production. (10marks)

        a) Audio (2 marks)

        b) Analogue recording equipment (2 marks)

        c) Computer mediated communication (2 marks)

        d) Digital audio (2 marks)

        e) Microphone (2 marks)

b. State any FIVE editing modifications that may be made to sound files. (10 marks)

c. Define the following terms as used in audio production:

        a.   An analog recording. (2 marks)

        b.   A digital recording. (2 marks)

        c.   Multi-track recording. (2 marks)

d. Explain FOUR benefits of tracking in audio production (4 marks)

Question TWO

As an audio producer owning a professional audio production studio, you have been visited by students from TUM on an academic trip, with the help of a discuss with the students the signal flow of sound in the studio. (20 marks)

Question THREE

Recording and producing short pieces of audio that sufficiently motivate the listener to take action, especially to spend money, demands skill. Discuss the top ten concepts that interact to produce successful radio advertisements. (20 marks)

Question FOUR

Studio etiquette is very important in the recording studio, discuss in terms of;

1. Microphones(5 marks)
2. Amplifiers and head phones(5 marks)
3. Cabling and stands(5 marks)
4. General working practise(5 marks)

Question FIVE

With the help of diagrams explain the workings of the FOUR common types of stereo miking techniques (20 marks)