



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 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.

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)