



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences
Department of Communication Studies

**UNIVERSITY EXAMINATION FOR:
DIPLOMA IN MASS COMMUNICATION
HMC 1103: TELEVISION PRODUCTION
END OF SEMESTER EXAMINATION
SERIES: AUGUST 2024
TIME: 2 HOURS
DATE: AUGUST 2024**

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) Briefly explain THREE competencies of a producer (6 marks)
- b) Distinguish between Pre and post production (4 marks)
- c) Describe the following
 - i. Simulcast (2 Marks)
 - ii. Copyright (2 Marks)
 - iii. B-roll (2 Marks)
 - iv. Storyboard (2 Marks)
 - v. Recce (2 Marks)
- d) Identify and explain any 5 camera shots used in TV production (10 marks)



TUM is ISO 9001:2015 Certified

Question TWO

- a) Identify any FIVE key personnel in production (5 marks)
- b) Briefly explain any FIVE functions of television programs in society (15 marks)

Question THREE

- a) As a producer demonstrate why it is important to understand the audience before you come up with any content (8 marks)
- b) State and briefly explain any FOUR sources of programs for local TV stations (12 marks)

Question FOUR

Having learnt the art of TV production, identify and discuss any FIVE program genres available on Kenyan TV stations (20 marks)

Question FIVE

- a) Briefly explain FOUR key skills that every cameraman in media industry should acquire (8 Marks)
- b))An intern has been attached to you in your media organization. Explain to her/him any FIVE equipment used in TV production (12 Marks)

