



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

## **BMC 4225: TELEVISION PRODUCTION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** MARCH 2014

**TIME:** 2 HOURS

### **INSTRUCTIONS:**

- This paper consists of **TWO** Sections **A & B**.
  - Section **A** is **Compulsory**.
  - Answer any other **Two** questions in Section **B**.
- This paper consists of Three printed pages***
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### SECTION A (Compulsory)

#### QUESTION 1

- a) Describe the characteristics of the following genres of television:
- i) Public Service Announcements (4 marks)
  - ii) Soap Operahs (4 marks)
  - iii) Commercials (4 marks)
- b) Microphones can be classified according to their sound pick up pattern”. Discuss. (6 marks)
- c) Discuss the following camera movements and their roles in production:
- i) Dolly
  - ii) Pan
  - iii) Tilt
  - iv) Track (8 marks)
- d) Describe what takes place in the following sections of a studio:

- i) Studio set (4 marks)
- ii) Control room. (4 marks)

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

- a) Explain the following terms:
  - i) Copyright (2 marks)
  - ii) Copy right infringement (2 marks)
  - iii) Plagiarism (2 marks)
- b) Explain **FIVE** rights that a copyright holder enjoys. (10 marks)
- c) Describe the importance of lighting to video production. (4 marks)

**QUESTION 3**

- a) Describe the **THREE** point lighting system. (9 marks)
- b) Discuss the advantages of drafting a storyboard to accompany a script. (6 marks)
- c) Outline **FIVE** factors you would consider when composing a shot. (5 marks)

**QUESTION 4**

- a) Script a commercial for a product/service of your choice. Be sure to include the following elements: music, narration/voice over dialogue. (5 marks)
- b) Discuss the role of the following elements in your advert scripted above:
  - i) Music (4 marks)
  - ii) Narration (2 marks)
  - iii) Dialogue (2 marks)
  - iv) Sound effects (2 marks)
- c) Briefly explain the following terms as used in video scripts:
  - i) POV
  - ii) SFX
  - iii) VO
  - iv) SLUGLINE (4 marks)

**QUESTION 5**

Discuss the following stages of television production:

- a) Preproduction **(10 marks)**
- b) Production **(5 marks)**
- c) Post production **(5 marks)**