



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS I)

BMC 1104: INTRODUCTION TO TV TECHNIQUES

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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.

SECTION A (Compulsory)

QUESTION 1

- a) What is the meaning of the phrase, “a camera man must have picture composition basic sense. (4 marks)
- b) Describe **THREE** ways in which the Floor Manager conducts communication during the actual recording of the programme. (6 marks)
- c) Define the following terms:
- i) “Pan” in camera movement. (2 marks)
 - ii) “Tilt” in camera movement. (2 marks)
 - iii) “Zoom out’ in camera movement. (2 marks)
- d) Describe clearly in details how a camera man is expected to zoom into a subject in a live transmission. (6 marks)
- e) Organize shots in their sequential order. (6 marks)

SECTION B (Answer any **TWO** questions)

QUESTION 2

- a) Highlight **THREE** contributions of a “cut” in video production. (6 marks)
- b) Among various camera shots, suggest **TWO** types of shots, that can be used to lay emphasis. (4 marks)
- c) Provide the correct meaning of the terms below:
- i) Rolling tape
 - ii) Wind up
 - iii) Cue out. (6 marks)
- d) Highlight **FOUR** importance of location scouting. (4 marks)

QUESTION 3

- a) Provide the meaning of terms and the right time they are to be conducted.
- i) Editing
 - ii) Transmission (10 marks)
- b) Explain **THREE** reasons for cutting. (6 marks)
- c) Briefly explain “script being interpreted to visual”. (4 marks)

QUESTION 4

- a) Explain how music can be incorporated in video production. (6 marks)

- b) In relation to the above, explain the importance of music and its contribution to video production. **(8 marks)**
- c) Briefly explain the use and importance of a signature tune in video production. **(6 marks)**