



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1104: INTRODUCTION TO TELEVISION TECHNIQUES

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) The Floor Manager must always repeat the exact words of the Director to the studio floor personnel. Explain why. **(6 marks)**
- b) Highlight **THREE** contributions of the background in video production in relation to the subject. **(9 marks)**
- c) Highlight the mode of conducting music and its contribution in a video production. **(10 marks)**
- d) Name and describe the personnel incharge of organizing graphics. **(5 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Define
 - i) Cue in
 - ii) Cue out
 - iii) Wind up**(6 marks)**
- b) Describe a cut in relation to shots. **(4 marks)**
- c) Describe a subject in a zoom in process from a long shot to a close up in terms of size and distance briefly. **(10 marks)**

QUESTION 3

- a) Highlight **THREE** factors to consider when presenting shots accurately. **(6 marks)**
- b) Select proper shot to begin a program and give reasons why briefly. **(6 marks)**
- c) Distinguish between interview programme and discussion programme. **(3 marks)**

QUESTION 4

- a) Explain:
 - i) Frame
 - ii) Shot
 - iii) Background**(6 marks)**
- b) Highlight the importance of long shot and its use in drama programs. **(8 marks)**
- c) Highlight the importance of environment and its contribution to the subject in video production. **(3 marks)**