



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

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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) Define the term 'microphone? **(2 marks)**

- b) Discuss the three microphone pick up patterns and give an example of a situation where each pattern would be most applicable. **(6 marks)**

- c) Explain the following terms as used in television production:
 - i) Time code
 - ii) Footage
 - iii) Narration
 - iv) Key light

v) Jump

cut

(5marks)

d) Explain 5 factors you would bear in mind when pitching your program idea to possible clients.

(5marks)

e) Explain the advantages of recording in the studio over recording in the field.

(5marks)

f) Discuss the function of the following production equipment:

i) Video camera

ii) Lights

iii) Mixer

iv) Microphone

v) Tripod

(5marks)

g) Distinguish between commercials and public service announcements.

(4marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

Explain the three stages of production.

(20 marks)

QUESTION 3

a) Discuss 5 reasons for video production.

(5 marks)

b) Describe the 5 stages of editing.

(10 marks)

c) Explain 5 factors you would bear in mind when scripting any production.

(5marks)

QUESTION 4

Drug abuse and unemployment are problems affecting the young people in your local area. As a communication student you intend to address this problem by creating a documentary. Write a program proposal for any one of these problems.

(20 marks)

QUESTION 5

a) Script a public service Announcement. Be sure to include the following elements: sound effects, narration, dialogue.

(5 marks)

b) Explain 5 qualities that a good scriptwriter should possess.

(5marks)

c) Discuss 5 camera movements and explain the role of each movement.

(10marks)