



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1104: INTRODUCTION TO PRODUCTION TELEVISION TECHNIQUES

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Before conducting shooting there are various things to be considered.
- i) Pre- production (6 marks)
 - ii) Post production (6marks)
 - iii) Production (6marks)
- b) In your own words define shot cut to another. (5marks)
- c) Describe communication during video production and explain how it is conducted. (7 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Define the term ‘reaction shot’ (4marks)
- b) Connected to the above, explain how it is useful to video production. (5marks)
- c) As a camera operator, explain how you would prepare a shot for recording. (7marks)
- d) Distinguish between
- i) Sound effects and
 - ii) Visual effects. (4marks)

QUESTION 3

- a) Giving example, explain how Audio and visual effects can serve video production. (8 marks)
- b) Provide proper meaning to the terms below.
- i) Pan
 - ii) Tilt
 - iii) Focus (6 marks)
- c) Describe aCUT’ and explain briefly how it can serve in video production. (6marks)

QUESTION 4

- a) Identify 5 sources of an idea to develop a Script. (5marks)
- b) In relation to above question 4(a), explain how creativity can improve video production. (5marks)
- c) Highlight 2 roles of a VTR operator. (4 marks)
- d) Highlight 3 contributions of a Title in video program. (6marks)