

110



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY
(MMUST)**

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2022/2023 ACADEMIC YEAR

SECOND YEAR SECOND SEMESTER EXAMINATIONS

**FOR THE DEGREE
OF
JOURNALISM AND MASS COMMUNICATION**

COURSE CODE: JMC 207

COURSE TITLE: INTRODUCTION TO TELEVISION BROADCAST

DATE: 19/04/2023

TIME: 3.00 pm-5.00 pm

INSTRUCTIONS TO THE CANDIDATE

Answer Question **ONE** and any other **TWO** Questions.

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

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INSTRUCTIONS TO THE CANDIDATE

1. Broadcasting is the distribution of audio and or video signals.
 - (a) State and explain basic elements of Television broadcasting? (12 marks)
 - (b) The core function of the media is to inform, educate and entertain. Do you agree to the concept that Television viewership is on the decline in Kenya based on failure to satisfy the core functions? (10 marks)
 - (c) Discuss Four common Television transmission modes? (8 marks)

2. a) Television signal processing undergoes a number of steps. Discuss the general steps involved in television signal processing? (10 marks)
- b) What are the basic qualities of a good television broadcaster? (10 marks)

3. (a) What do you understand by the following as applied in Television broadcasting;
 - i. IPTV (2 marks)
 - ii. Transduction (2 marks)
 - iii. Line producer (2 marks)
 - iv. Video tape operator (2 marks)
 - v. SECAM (2 marks)
- (b) Discuss Ten basic equipment found in a Television studio? (10 marks)

4. (a) Based on the Kenyan General elections 2022, Illustrate five functions of Television broadcasting to the society? (15 marks)
- (b) Television broadcast operates in line with lighting. State and explain different lighting forms in television operations? (5 marks)

5. Examine how the digitization of television has impacted the architecture of television content generation, dissemination and consumption in Kenya? (20 marks)