

110



(University of Choice)

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

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER MAIN EXAM

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

COURSE CODE: JMC 301

COURSE TITLE: RADIO AND TV PRODUCTION

DATE: 18/12/2023

TIME: 8.00 am-10.00 am

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. ►

1. (a) Illustrate why program producers in both Radio and Television are a key component of production? (10 marks)
- (b) You have been assigned the lead producer role to carry out an interview with the Kakamega County Senator on the future of Counties in Kenya for Kakamega TV. Using various types of shots, camera movements and camera angles, develop the script? (20 marks)
2. **THE BRIDGE** is a campus relationship film in Masinde Muliro University of Science and Technology. As the second series producer, draw a three scene storyboard for the second sequence set to roll out in the year 2024? (20 marks)
3. (a) Discuss with relevant examples three stages of production? (12 marks)
- (b) State and explain three types of microphones and their uses based on directional characteristics? (8 marks)
4. (a) Discuss four strengths of radio citing examples from radio stations of your choice? (8 marks)
- (b) Why is research a critical component of radio/ Television program production? (10 marks)
5. Light Media Company is an upcoming media house in Webuye town. As a trained program producer hired for the media house, develop a program proposal for a five minutes weekly Agricultural program? (20 marks)
6. (a) Discuss how program producers can apply the concept of music in their programs? (5 marks)
- (b) What do you understand by the following terminologies as applied in radio and TV production?
 - i. Radio Production (3 marks)
 - ii. Radio (3 marks)
 - iii. Cowboy shot (3 marks)
 - iv. High angle (3 marks)
 - v. Point of View shot (3 marks)