



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

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS  
2023/2024 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER EXAMINATIONS**

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

**COURSE CODE: JMC 419**

**COURSE TITLE: ADVANCED TELEVISION PRODUCTION**

**DATE: 15/12/2023**

**TIME: 3.00 pm-5.00 pm**

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**INSTRUCTIONS TO CANDIDATES**

Answer THREE (3) Questions. **Question 1 (One) is compulsory**

TIME: 2 Hours

MMUST observes ZERO tolerance to examination cheating

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

**JMC 419: Advanced Television Production**

1. Read this piece and attempt the questions that follow

My screenplay is about a young man who after finishing university education travels to Nairobi where he lands a good-paying job. He falls in love with a girl whose other boyfriend is the Managing Director of his company. The MD upon learning of their affair, transfers the young man to a small remote town as the girl is promoted in her job

- a) What do we call the above excerpt in dramatic writing? [5 Marks]

- b) Write brief character biographies of the main characters [10 Marks]

- c) Write a short, three-scene drama based on the above excerpt [15 Marks]

2. You are a newly-employed television producer at the Kenya Broadcasting Corporation (KBC), your first task is to produce a location-based documentary programme

- a) List the equipment you require for this task [5 Marks]

- b) Discuss the preparations you have put in place to achieve a perfect production, in both sound and vision [15 Marks]

3. With examples, discuss the statement that, TV programming is conditioned by the *audience*, the *advertiser* and the *broadcaster*

4. a) Discuss the functions of the operations/traffic section in television programming [5 Marks]

- c) Draw a table to illustrate the breakdown of advertising airtime classification in a typical broadcast station [15 Marks]

5. a) Explain the roles of a designer in television production [5 Marks]

b) Discuss the qualities of a good television producer [15 Marks]