

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EXAMINATION FOR THE AWARD OF DIPLOMA IN JOURNALISM AND MASS
COMMUNICATION

DJMC 0227: TELEVISION PRODUCTION

STREAMS: DJMC

TIME: 2 HOURS

DAY/DATE: TUESDAY 11/04/2023

2.30 P.M. –4.30 P.M.

INSTRUCTIONS: Answer question ONE (Compulsory) and any other TWO questions

1. (a) Analyze FIVE feature of modern TV that indicate the transformation of Television broadcasting courtesy of the internet and new technology. [20 marks]
- (b) Define and give examples of FIVE new production crew in a television studio. [10 marks]
2. Examine the influence of television in shaping political decisions in Kenya. [20 marks]
3. Discuss SIX programming strategies that can best be used to position programs according to audience demographics. [20 marks]
4. You have been employed as a television producer. Describe a new program idea that you can introduce and explain how the program would be relevant to a particular audience segment. [20 marks]
5. Using an illustration, describe the process of Television production highlighting activities in each state. [20 marks]

