

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF ARTS IN
MEDIA AND MASS COMMUNICATION**

COMM 361: TELEVISION PRODUCTION

STREAMS: B.A

TIME: 2 HOURS

DAY/DATE: FRIDAY 25/04/2025

11.30 A.M. – 1.30 P.M.

INSTRUCTIONS

- **Three questions**
- **Question one is compulsory**
- **Write legibly**
- **Exam cheating is a serious offense**

SECTION A: 30 MARKS

1(a). Most background actors are familiar with the production stage of filmmaking, but there's more to making a movie and TV show than just filming. Validate how the conceptualization phase of production is where the bulk of the creative work is completed. (10 marks)

(b). Outside broadcasting is not just critical in covering live news events but also in production of sports activities. Show your understanding of outside broadcasting by explaining:

- Personnel you are likely to find in an outside broadcasting activities (5 marks)
- Equipment required for outside broadcasting. (5 marks)
- Activities that occurs during outside broadcasting. (5 marks)
- Role of a producer in outside broadcasting (5 marks)

SECTION B: 40 MARKS

2. The Vice-Chancellor wants to make a brief press statement in his office. In the background there is a large window. With the aid of a simple light plot sketch, discuss how you would light a scene for a two-persons interview. (20 marks)

3. Examine how digitization of Television has impacted on the design of television content generation, dissemination and consumption in Kenya. (20 marks)

4. There was a time when television revolved around a single screen. With the evolution of the omni platform environment, television storytelling can be splashed across multiple screens simultaneously. Analyze the pros and cons of this development. (20 marks)

5. The core functions of media is to inform, educate and entertain. Do you agree to the premise that television viewership in Kenya is on the decline due to failure to satisfy these fundamental functions? Discuss. (20 marks)

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