

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**SECOND YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF COMMUICATION AND JOURNALISM**

**COURSE CODE: CMM 220**

**COURSE TITLE: INTRODUCTION TO TELEVISION                                  PRODUCTION**

**DATE: DECEMBER 2016 TIME:**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **TWO** questions
2. Do not write anywhere on this question paper

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

**SECTION A: COMPULSORY – 30 MARKS**

**Question One**

1. Trace the history of television highlighting its milestones in development. **(10 marks)**
2. Name and explain the format of any **FOUR** programs produced for TV in Kenya. **(8 marks)**
3. Explain SIX characteristics that distinguish television from other mass media of communication. **(12 marks)**

**SECTION B: ANSWER ANY TWO QUESTIONS – 40 MARKS**

**Question Two**

1. All studios need major installations that facilitate the production process. Explain any FIVE of these installations.**(15 marks)**
2. Describe the physical studio layout. **(5 marks)**

**Question Three**

Explain the role of TEN production personnel in television program production. **(20 marks)**

**Question Four**

1. Discuss the role of a master control room. **(8 marks)**
2. What are the specific activities of a master control room? **(12 marks)**

**Question Five**

Describe the main activities that characterize the three main stages in the television production process. **(20 marks)**

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