

**CHUKA**



**UNIVERSITY**

**COLLEGE**

**UNIVERSITY EXAMINATIONS**

**THIRD YEAR EXAMINATION FOR THE AWARD OF DEGREE OF  
BACHELOR OF ARTS (COMMUNICATION & MEDIA)**

**COMM 361: AUDIO-VIDEO PRODUCTION**

**STREAMS: B.A (COMM & MEDIA)**

**TIME: 2 HOURS**

**DAY/DATE: MONDAY 17/12/2012**

**2.30 P.M – 4.30 P.M.**

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**INSTRUCTIONS:**

Attempt three questions in all.

Question One is compulsory and carries 30 Marks.

**SECTION A:**

1. (a) (i) What is a production schedule? [5 marks]
- (ii) Present a list of FIVE key production personnel said to be ‘Above-the-line’. Be sure to briefly describe the roles they perform during the production of a video project. [10 marks]
- (b) When holding the SHOTGUN and FISH POLE BOOM microphone during Production, the sound person should pay particular attention to at least FIVE key things. Explain each of them. [15 marks]

**SECTION B:**

2. “Radio is the theatre of imagination”. Discuss fully what this statement implies with regard to the choices you would make when producing a radio programme. [20 marks]
3. During the course of this semester, you and other members of your class produced a video programme. Assume that the video you produced is a pilot for a show you intend to sell to Nafasi Television & Radio Network. Prepare a comprehensive pitch through a detailed proposal following the outline discussed in class. Make sure that your proposal covers all the NINE vital items that a viable proposal must have. [20 marks]

4. Describe FIVE types of interviews common on radio and television. Then discuss fully the responsibilities of the interviewer during preparation for the interview and during conducting the interview on air. [20 marks]

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