



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2020/2022 ACADEMIC YEAR

FOURTH YEAR FIRST SEMESTER (REGULAR)

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES AND CREATIVE INDUSTRIES
BACHELOR OF ARTS COMMUNICATION AND
PUBLIC RELATIONS**

COURSE CODE: CMJ 4103

COURSE TITLE: TV PRODUCTION PROCESS

DATE: 4TH APRIL, 2022

TIME: 1430-1630

INSTRUCTIONS TO CANDIDATES

Answer Question **ONE** and any other **TWO** questions

1. a) The process of producing a television program is generally divided into three stages. Briefly describe the three stage of TV production process.

15 marks

b) Before you begin to produce a program, you must answer a number of fundamental questions. As a media expert hired by ASAM media to guide them on the production of a program titled 'Strength of a Woman', describe any FIVE Questions in regard to audience and goals that are a must for the success of the show

15 marks

2. The initial production conference or the first planning meeting is an important step in studio preparation. Analyse any **TEN** matters discussed in this meeting and their relevance to the production process.

20 marks

3. Ashley and Gabby plans to record their latest production in ASAM media. With the use of examples explain to them any FIVE things in consideration to studio preparation

20 marks

4. It is quite usual for producers to hold a brief final production meeting one or two days before the actual recording of the programme. The idea is to ensure that all tasks have been satisfactorily accomplished or are likely to be accomplished at the right moment and everything is in place and under control. Explain any **TEN** most important things the producer and his production assistant must ensure and double check in the final production meeting

20 marks

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