

UGANDA MARTYRS UNIVERSITY
THE SCHOOL OF ART AND SOCIAL SCIENCES
DEPARTMENT OF JOURNALISM AND COMMUNICATION STUDIES
END OF SEMESTER 1 EXAMINATION
BJMC 3107 TELEVISION PRODUCTION AND MANAGEMENT

Date: Tuesday 12th December 2023

Time: 9:30am-12:30pm

Instructions

- ❖ Attempt three questions only.
- ❖ Section A is compulsory and carries 40 Marks.
- ❖ Do not write on a question paper.
- ❖ Read and understand the questions before you attempt any of them.

SECTION A

Section A is a compulsory question and is out of 40 Marks

1. (a) Budgeting is very important in Television production and management. Imagine you have to cover an event in America next year. Show the responsible people who will make sure your mission succeed and indicate their contributions. (20 marks)

- (b) In any Television station, failure to budget is a failure to perform. With specific examples, account on this statement (20 Marks)

SECTION B

Choose two questions in this section

2. a) Team work is very essential in a Television station. Explain this statement in details. (15 Marks)
b) Journalists do not watch Television programmes like nonprofessionals. Justify this statement with examples. (15 marks)
3. a) Uganda Communications Commission (UCC) closed a Television station that had operated over 16 years. Examine what might have gone wrong. (15 marks)
b) Given a chance to start a Television station in one of the towns in Uganda, write all your preparations up to the beginning of the TV programs. (15 Marks)
4. a) What is the relevance of Television production and management course unit? (15 Marks)
b) What is the work of a flow manager, managing director, station manager and production manager? (15 marks)
5. a) Many equipments are used to produce Television Programmes. Identify 7 major equipments and explain their use in the production of a programme. (20 Marks)
b) From question number 5 a) above identify the personnel responsible for using those equipments. (10 Marks)