



STAMFORD COLLEGE

SCHOOL OF MEDIA STUDIES

DIPLOMA IN MEDIA & COMMUNICATION

(SEMESTER 3)

MCB 301: BROADCASTING (RADIO, TV & INTERNET)

Date : 19 February 2008 (Tuesday)

Time : 2.00 pm –5.00 pm

Duration: 3 hours



Instructions to Candidates

Answer ALL questions.

Please ensure that this examination paper contains FOUR questions on TWO printed pages before you start the examination.

Books, papers and other written materials are not allowed to be brought into the examination hall. A candidate who violates the examination rules of Stamford College or commits a malpractice will be disqualified from the examination.

Candidates may use calculators provided the calculators give no printout, have no work display facilities, are silent and cordless.

Write your Examination Index Number on each page of your answer booklet.

Answer ALL questions.

Question 1

- (a) Define ' vox pop'. (1 mark)
- (b) What is the difference between a promo and a PSA? (1 mark)
- (c) Who invented radio? (1 mark)
- (d) What is a prop? (1 mark)
- (e) What is a Chroma Key effect? (1 mark)
- (f) Name 3 types of microphone. (3 marks)
- (g) What is HDTV? (1 mark)
- (h) What is the Lavalier Microphone? (1 mark)

(Total = 10 marks)

Question 2

You have been asked to produce a radio documentary on Tun Dr Mahathir Mohamad (Ex Prime Minister). Define what sort of documentary this is and describe how you would go about producing this documentary.

(Total = 10 marks)

Question 3

The pre-production planning of idea to script is a crucial step in producing a television programme. Explain what goes into this area of idea to script.

(Total = 10 marks)

Question 4

- a) Explain these lighting terminologies:
 - i) Key light
 - ii) Back light
 - iii) Fill light
 - iv) Kicker light

(4 marks)

b) Explain the following six camera shots:

- i) CU
- ii) MCU
- iii) Long Shot
- iv) Established Shot
- v) Knee shot
- vi) Reaction shot

(6 marks)
(Total = 10 marks)

-END OF PAPER-

