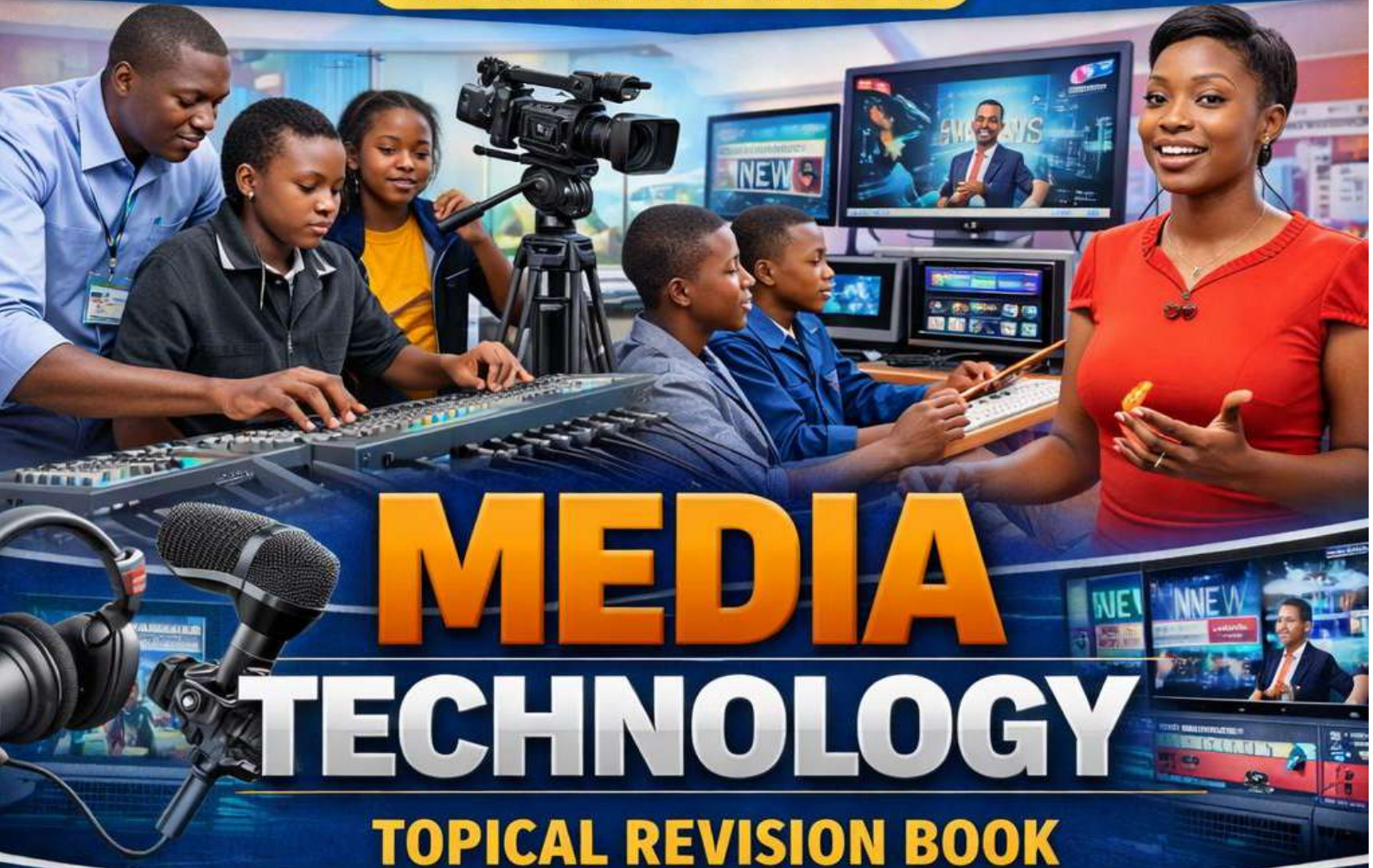


# COMPETENCE BASED EDUCATION

SENIOR SCHOOL GRADE 10



# MEDIA TECHNOLOGY

TOPICAL REVISION BOOK



AUTHORS: COMPETENCE KENYA EDUCATION GROUP

**STRAND 1.0: MEDIA CONTENT CREATION**

**SUB-STRAND: MEDIA TECHNOLOGY**

**SECTION A: (25 MARKS)**

1. Define the term **media technology**. (1 mark)

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2. State **two examples of print media formats**. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

3. Name **two electronic media programs** commonly found on television. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

4. Mention **one traditional media form**. (1 mark)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

5. Mention **one new media form**. (1 mark)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

6. Define **streaming** in media technology. (1 mark)

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7. State **one career opportunity** in media technology. (1 mark)

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8. Mention **one multimedia platform** used for content creation. (1 mark)

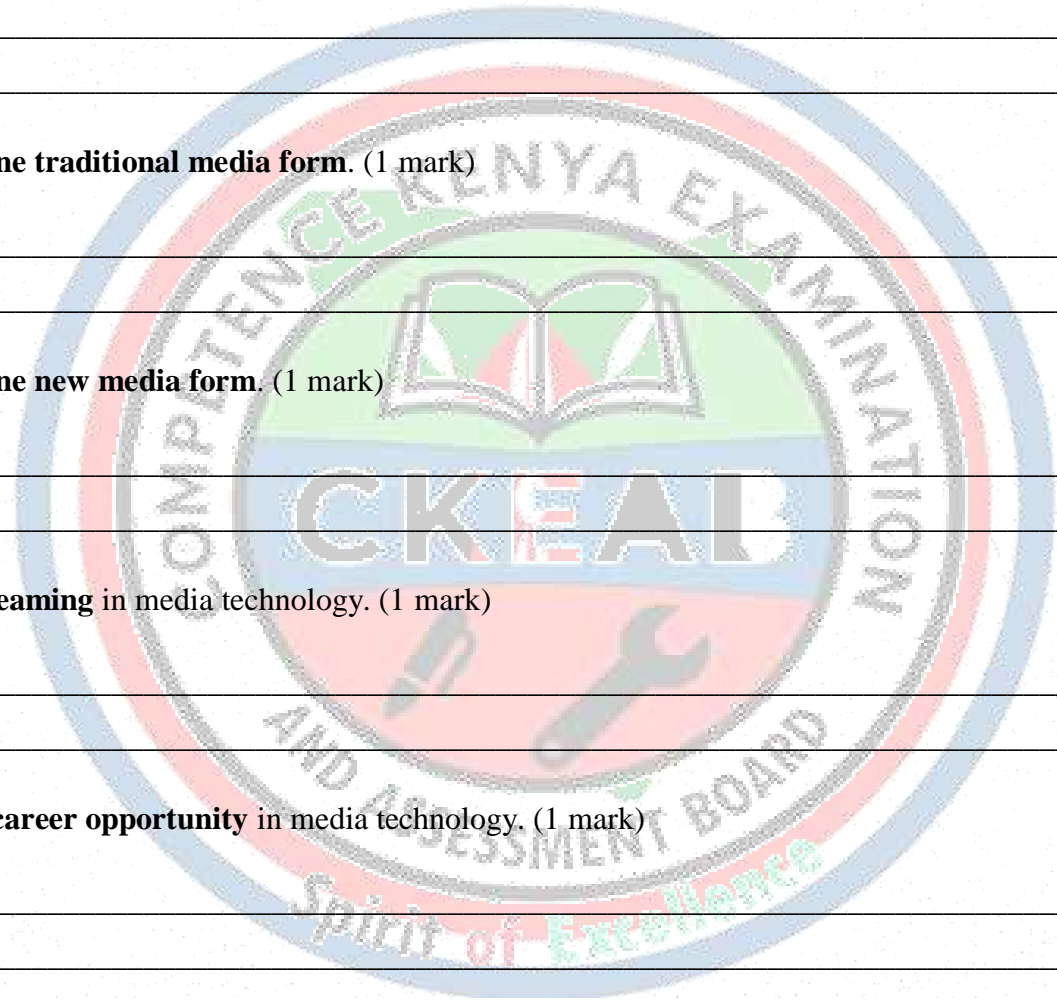
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9. Give **one example of a print media publication**. (1 mark)

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10. Name **one electronic media program** on the radio. (1 mark)

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11. Define **media broadcast**. (1 mark)

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12. State **one importance of media technology** in society. (1 mark)

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13. Mention **one difference** between traditional media and new media. (1 mark)

TRADITIONAL MEDIA	NEW MEDIA

14. Name **one media distribution method**. (1 mark)

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15. State **one function of a camera operator** in media technology. (1 mark)

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16. Give one example of a **social media content creator** role. (1 mark)

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17. State **one type of newsletter** commonly used in print media. (1 mark)

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18. Name **one television program** that is an example of infotainment. (1 mark)

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19. Mention **one online platform** used for media streaming. (1 mark)

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20. Give **one role of a sound operator** in media production. (1 mark)

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21. Define **multimedia**. (1 mark)

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22. Mention one **benefit of digital media over print media**. (1 mark)

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23. Give one example of a **billboard advertisement** format. (1)

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24. State **one skill required for a news editor**. (1 mark)

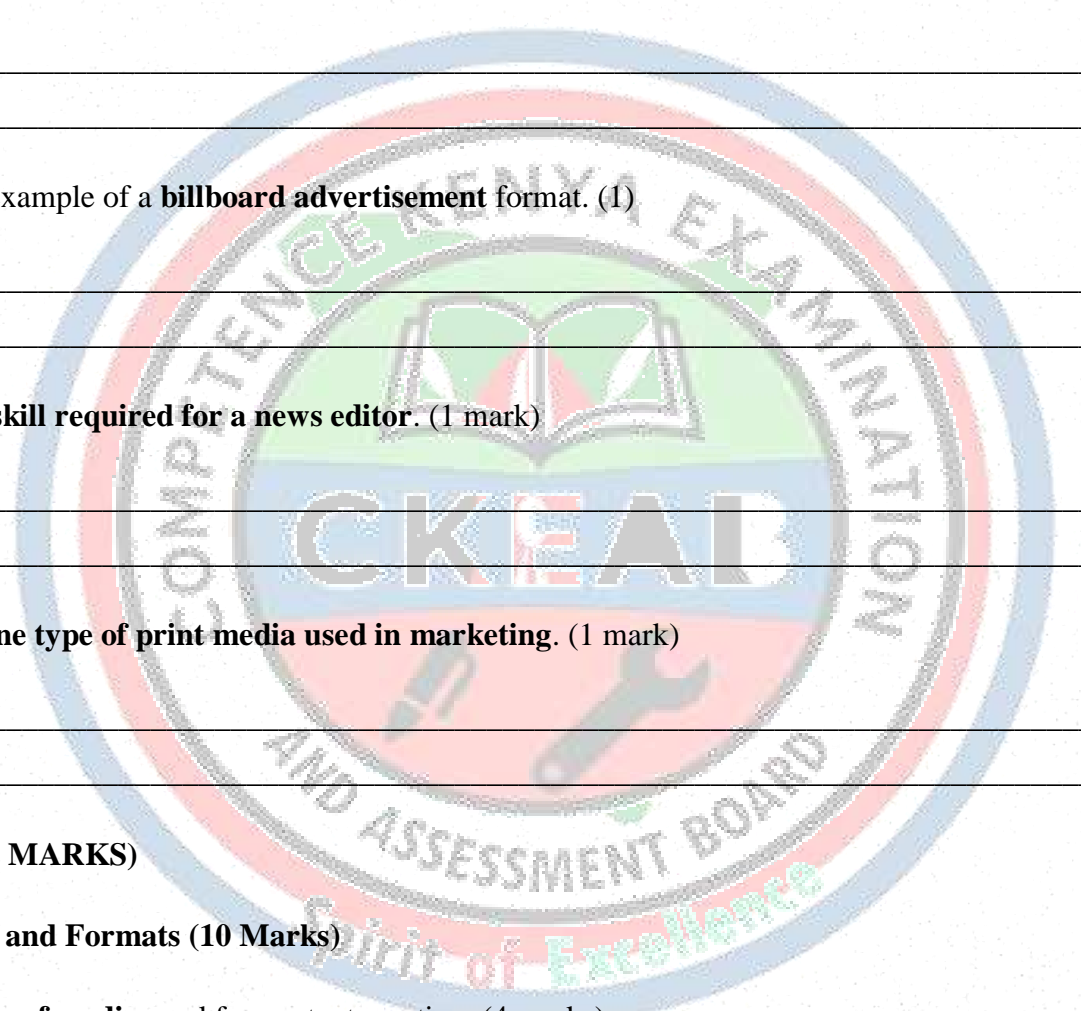
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25. Mention **one type of print media used in marketing**. (1 mark)

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**SECTION B: (50 MARKS)**

**26. Media Forms and Formats (10 Marks)**

(a) List **four forms of media** used for content creation. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

(b) For each form, give **one example of its format**. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

(c) Explain **two advantages** of using electronic media over print media. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

**27. Career Opportunities in Media Technology (10 Marks)**

(a) Name **five careers** in media technology. (5 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_
- v. \_\_\_\_\_
- vi. \_\_\_\_\_

(b) Choose **any two careers** and explain the key responsibilities of each. (5 marks)

Career 1

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

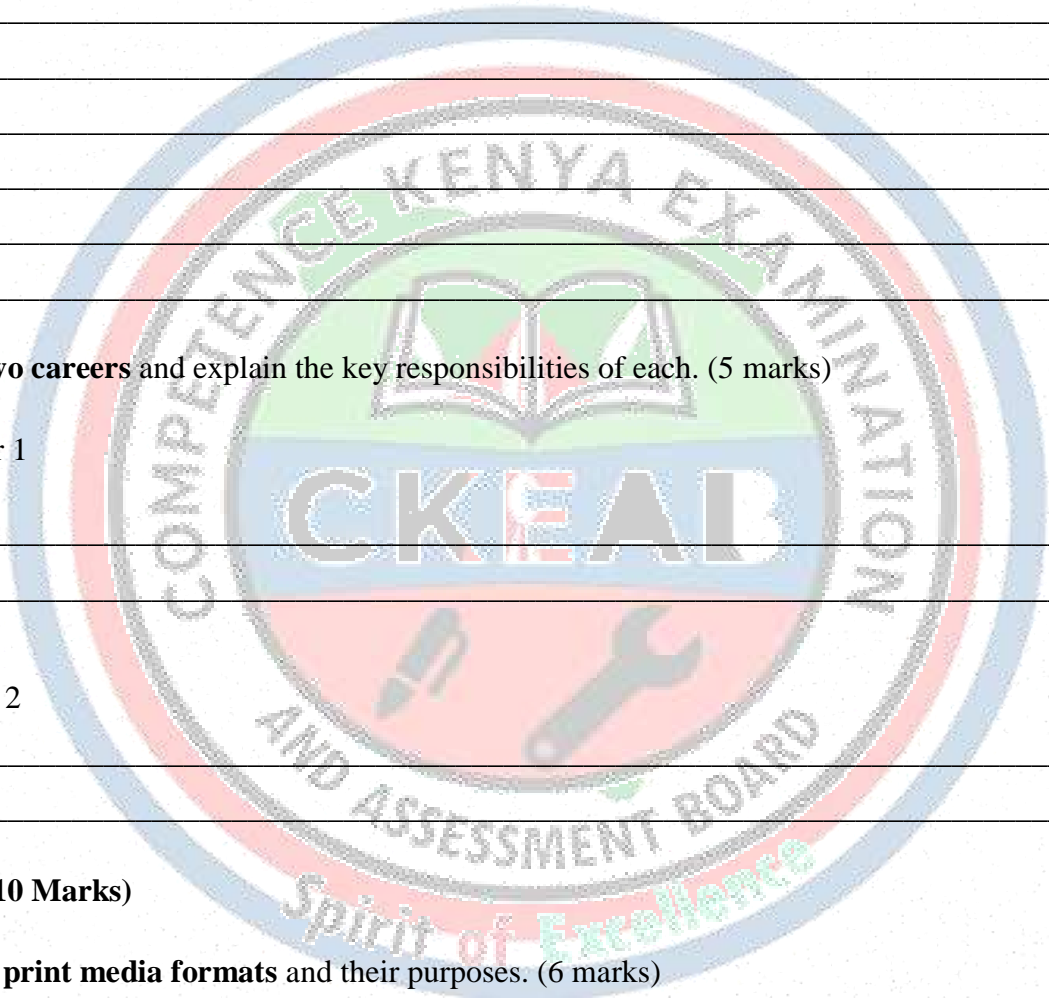
Career 2

- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

**28. Print Media (10 Marks)**

(a) Describe **three print media formats** and their purposes. (6 marks)

	Print media format	Purpose
i		
ii		
iii		



(b) Match the **media formats** in Column A with the **correct description** in Column B.





Column A: Media Format	Column B: Description
A. Podcast	1. A printed publication issued daily or weekly containing news and advertisements
B. Newspaper	2. A digital or printed visual display used for marketing or awareness
C. Television programme	3. A recorded audio show shared online
D. Magazine	4. A broadcast media content made for viewing on TV
E. Poster	5. A periodical publication containing articles, photos and features
F. Documentary	6. A factual film made to inform or educate

**29. Electronic Media Programs (10 Marks)**

(a) Explain **four types of electronic media programs** used in traditional media. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

(b) Name the following media. (3 marks)

(c) State **three skills required** to produce electronic media programs. (3 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

(d) Match the **media forms** in Column A with their **examples** in Column B.

Column A: Media Form	Column B: Example
A. Print media	1. Radio news bulletin
B. Broadcast media	2. YouTube video
C. Digital/Online media	3. Newspaper
D. Outdoor media	4. Billboard
E. Audio media	5. Television drama

(e) Write the **correct media technology term** described in each statement below.

- a) A person who gathers news, interviews people and writes news stories for the media. \_\_\_\_\_.
- b) A device used to record sound clearly during interviews and studio production. \_\_\_\_\_.
- c) The process of arranging video clips, sound and images to form a complete programme. \_\_\_\_\_.
- d) A written plan that shows what will be said and what will appear in a media production. \_\_\_\_\_.

(f) Match the **Kenyan newspaper** in Column A with its **publisher** in Column B.

Column A: Newspaper	Column B: Publisher
A. Daily Nation	1. Standard Group PLC
B. The Standard	2. Nation Media Group
C. Taifa Leo	3. Radio Africa Group
D. The Star	4. Nation Media Group

**30. Media Evolution (10 Marks)**

(a)

i) **State** the earliest form of mass media. (1 mark)

\_\_\_\_\_

ii) **Name** TWO print media products used before the invention of television. (2 marks)

\_\_\_\_\_

\_\_\_\_\_

iii) **Give** ONE major technological development that led to the growth of broadcast media. (1 mark)

\_\_\_\_\_

\_\_\_\_\_

iv) **Match** the media stage in Column A with the correct description in Column B. (2 marks)

Column A: Media Stage	Column B: Description
A. Print media	1. Uses the internet and mobile devices to share information
B. Digital media	2. Uses newspapers, magazines and books

(b) State **two impacts** of media technology evolution on society. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

**SECTION C: (25 MARKS)**

**31. Content Creation Challenge (10 Marks)**

A school intends to create an **educational video series** for students using multimedia.

(a) Suggest **three media forms** suitable for the project. (3 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

(b) Explain **two roles of media personnel** required for this project. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

(c) Sketch a **storyboard layout** for one episode of the video series. (3 marks)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**32. A local community radio station wants to distribute news content to both online and offline audiences.**

(a) Suggest **two distribution methods** for online content. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

(b) Suggest **two distribution methods** for offline content. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

(c) Explain **three benefits** of using both online and offline distribution. (3 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

**33. Critical Thinking: Impact of Media Technology (8 Marks)**

(a) Discuss **three ways media technology shapes society**. (6 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

(b) Suggest **two ways** media technology can be used responsibly in schools. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

34. A County Government wants to inform residents about a **cholera outbreak**. The message must reach **many people quickly**, including those in **remote areas**, and should include **clear instructions** on prevention.

a) **Name TWO** media formats that can be used to send this message. (2 marks)

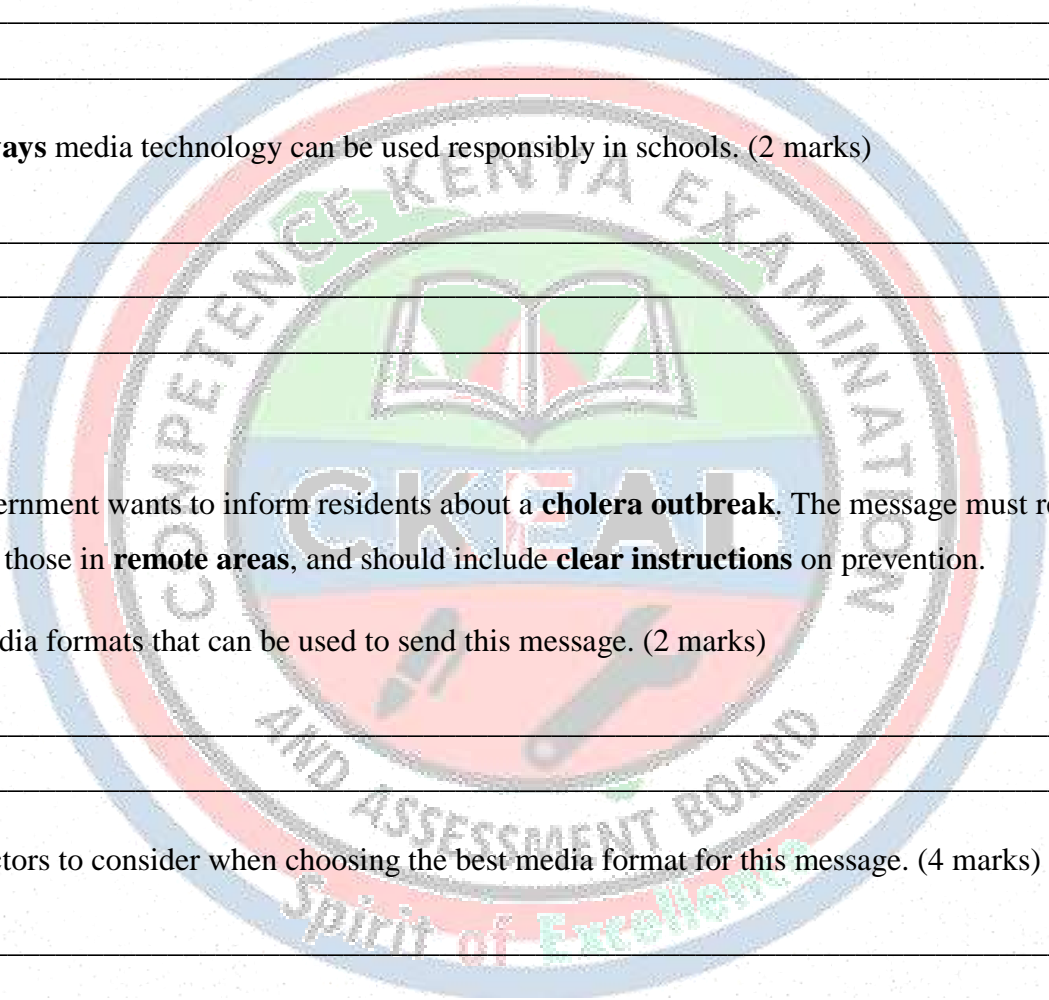
- i. \_\_\_\_\_
- ii. \_\_\_\_\_

b) **State FOUR** factors to consider when choosing the best media format for this message. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

c) **Give TWO** reasons why **radio** would be an appropriate media format for communicating this message. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_



d) **State TWO** reasons why **television** may not be the best media format for reaching all residents in remote areas. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

35. A Grade 10 class is planning to carry out a school campaign to educate learners on **drug and substance abuse**. The class teacher asks the learners to compare different media platforms so that they can choose the best way to reach students, parents, and the local community.

a) **State TWO** advantages of newspapers as a source of information. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

b) **State TWO** advantages of radio as a source of information. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

c) **State TWO** advantages of television as a source of information. (2 marks)

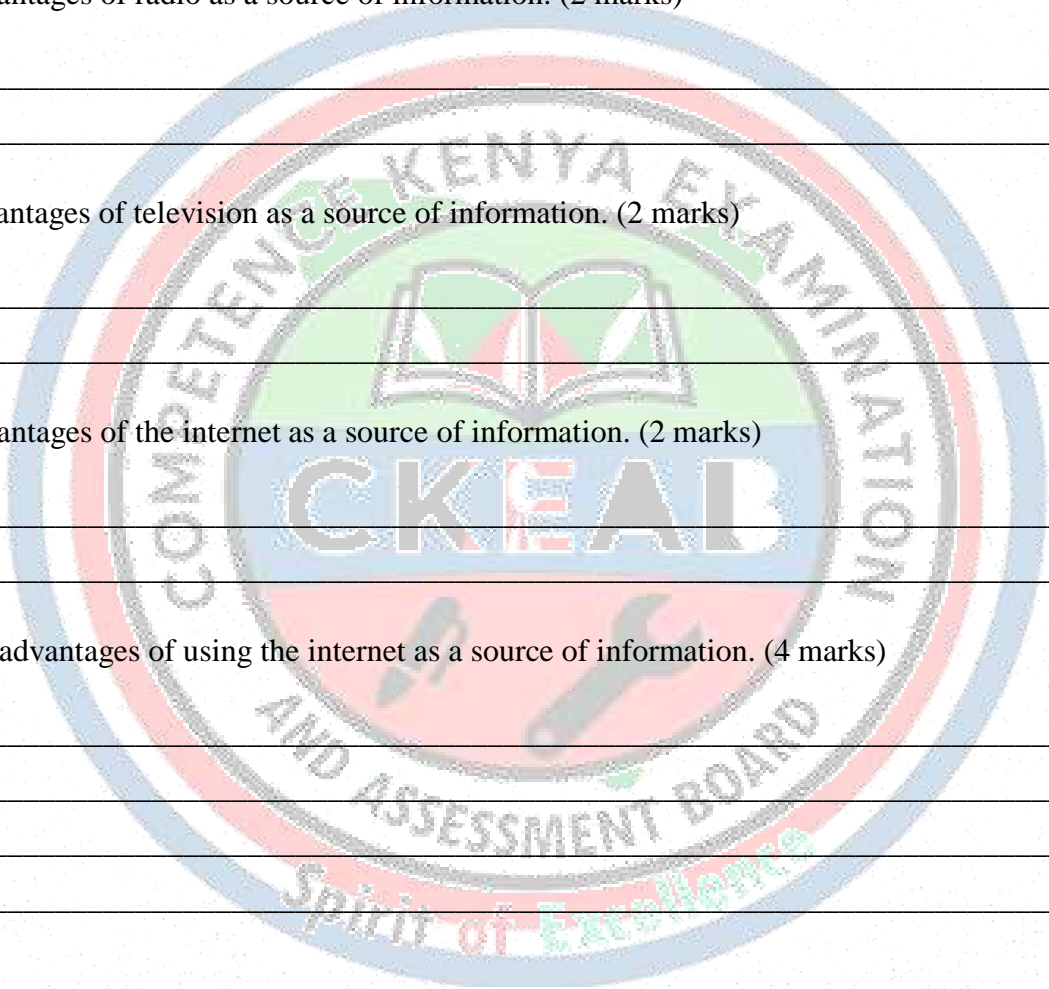
- i. \_\_\_\_\_
- ii. \_\_\_\_\_

d) **State TWO** advantages of the internet as a source of information. (2 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

e) **State FOUR** disadvantages of using the internet as a source of information. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_



**STRAND 2.0: MEDIA PRODUCTION**

**SUB-STRAND: MEDIA PRE-PRODUCTION PHASE**

**SECTION A: (25 MARKS)**

1. Define the term **pre-production** in media technology. (1mark)

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2. Name **two personnel** involved in the pre-production phase. (2marks)

- i. 

---
- ii. 

---

3. Mention **two steps** in the pre-production process. (2marks)

- i. 

---
- ii. 

---

4. Define the term **post-production**. (1mark)

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5. State **one role** of a producer in media pre-production. (1mark)

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6. State **one role** of a director in media pre-production. (1mark)

- i. 

---
- ii. 

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7. Define **ideation** in media pre-production. (1mark)

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8. Give **one example** of a target audience for a media project. (1mark)

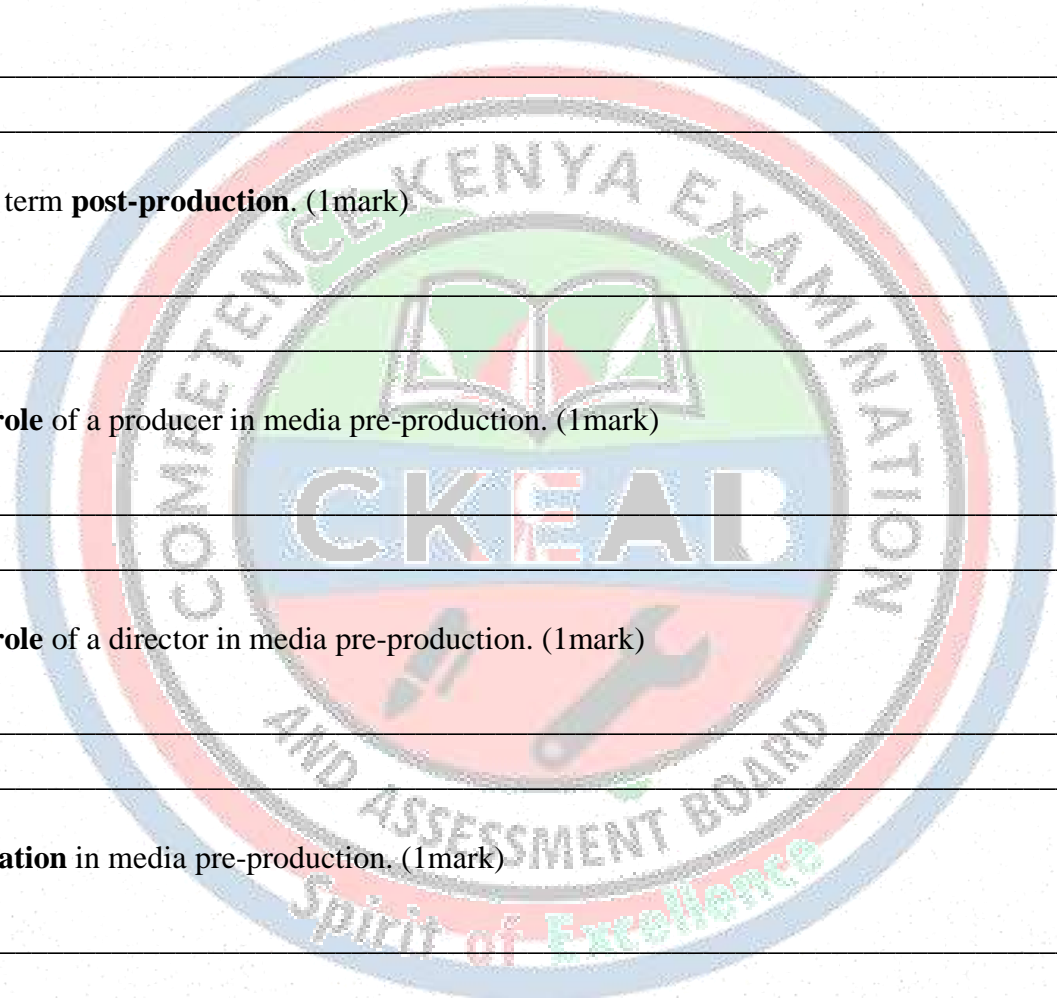
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9. State **one effect** of technology on the media pre-production process. (1mark)

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10. Mention **one tool or software** used in media pre-production. (1mark)

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11. Define the term **casting**. (1mark)

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12. Mention **one reason** why budgeting is important in pre-production. (1mark)

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13. State **one aspect** that informs research in media pre-production. (1mark)

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14. Define **pitching** in the pre-production phase. (1mark)

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15. Give one **role of creative writers** in pre-production. (1)

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16. Mention **one distribution channel** used after media production. (1mark)

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17. Define the term **scheduling** in pre-production. (1mark)

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18. State one **benefit of research** in pre-production. (1mark)

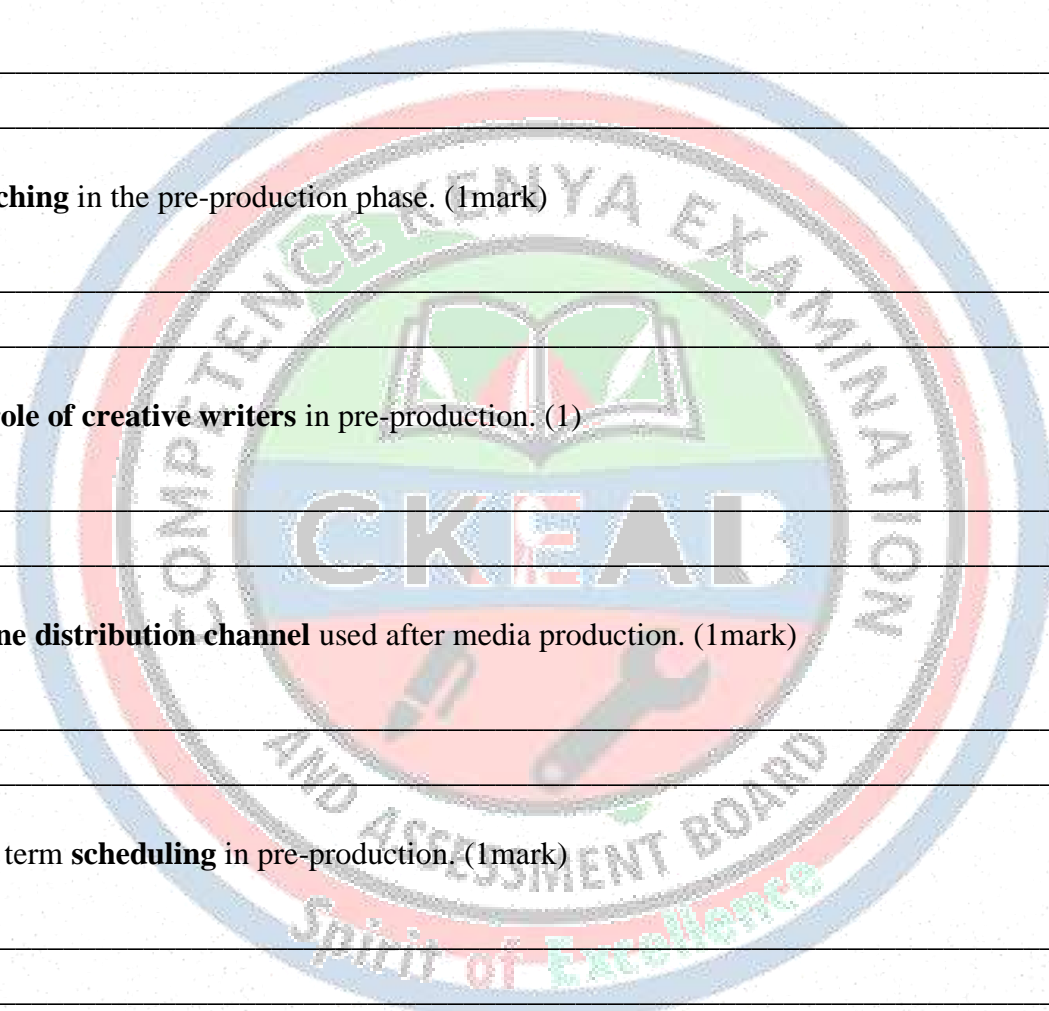
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19. Mention **one effect of poor pre-production planning** on media production. (1mark)

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20. Give one **role of a production manager** in pre-production. (1mark)

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21. State one **media production phase** that follows pre-production. (1mark)

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22. Define **storyboarding**. (1mark)

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23. Mention **one type of media technology** used in pre-production. (1mark)

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24. State **one skill required** for pre-production personnel. (1mark)

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25. Mention **one aspect of the story** that informs pre-production research. (1mark)

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**SECTION B: (50 MARKS)**

**26. Pre-Production Personnel Roles (10 Marks)**

(a) List **four personnel** involved in pre-production. (4marks)

- i. 

---
- ii. 

---
- iii. 

---
- iv. 

---

(b) For each, state **one key responsibility**. (4 marks)

- i. 

---
- ii. 

---
- iii. 

---
- iv. 

---

(c) Explain **two ways pre-production personnel contribute** to successful media projects. (2 marks)

i. \_\_\_\_\_

ii. \_\_\_\_\_

**27. Steps in Pre-Production (10 Marks)**

(a) Explain **six steps** involved in the pre-production process. (6 marks)

i. \_\_\_\_\_

ii. \_\_\_\_\_

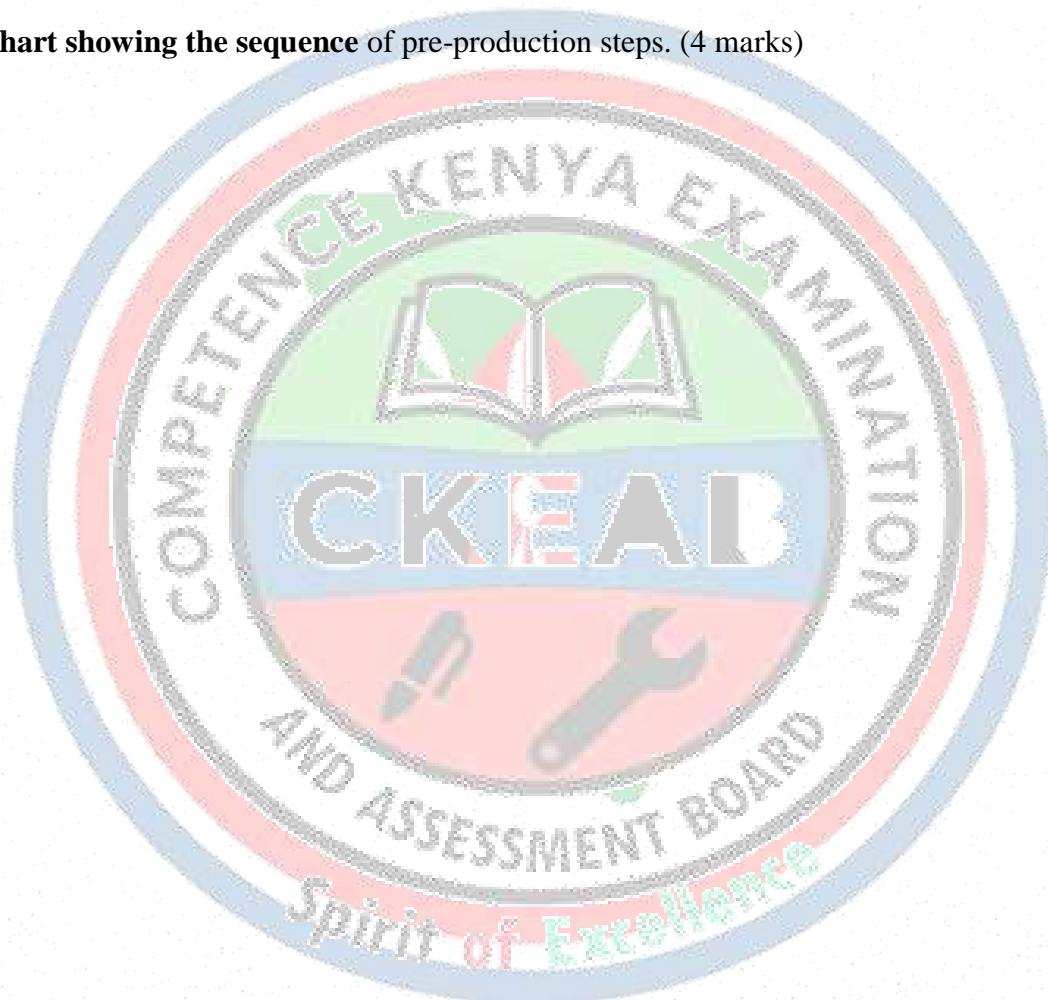
iii. \_\_\_\_\_

iv. \_\_\_\_\_

v. \_\_\_\_\_

vi. \_\_\_\_\_

(b) Sketch a **flowchart showing the sequence** of pre-production steps. (4 marks)



**28. Research in Pre-Production (10 Marks)**

(a) Identify **four aspects that inform research** in media production. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_
- iv. \_\_\_\_\_

(b) Explain **two ways research enriches pre-production**. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

(c) State **one negative effect** of ignoring research in pre-production. (2)

\_\_\_\_\_

\_\_\_\_\_

**29. Technology in Pre-Production (10 Marks)**

(a) Identify **three technological tools or software** used in pre-production. (3 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

(b) Explain **two effects of technology** on the pre-production process. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_

(c) Give **one advantage of using technology** in pre-production. (3 marks)

\_\_\_\_\_

\_\_\_\_\_

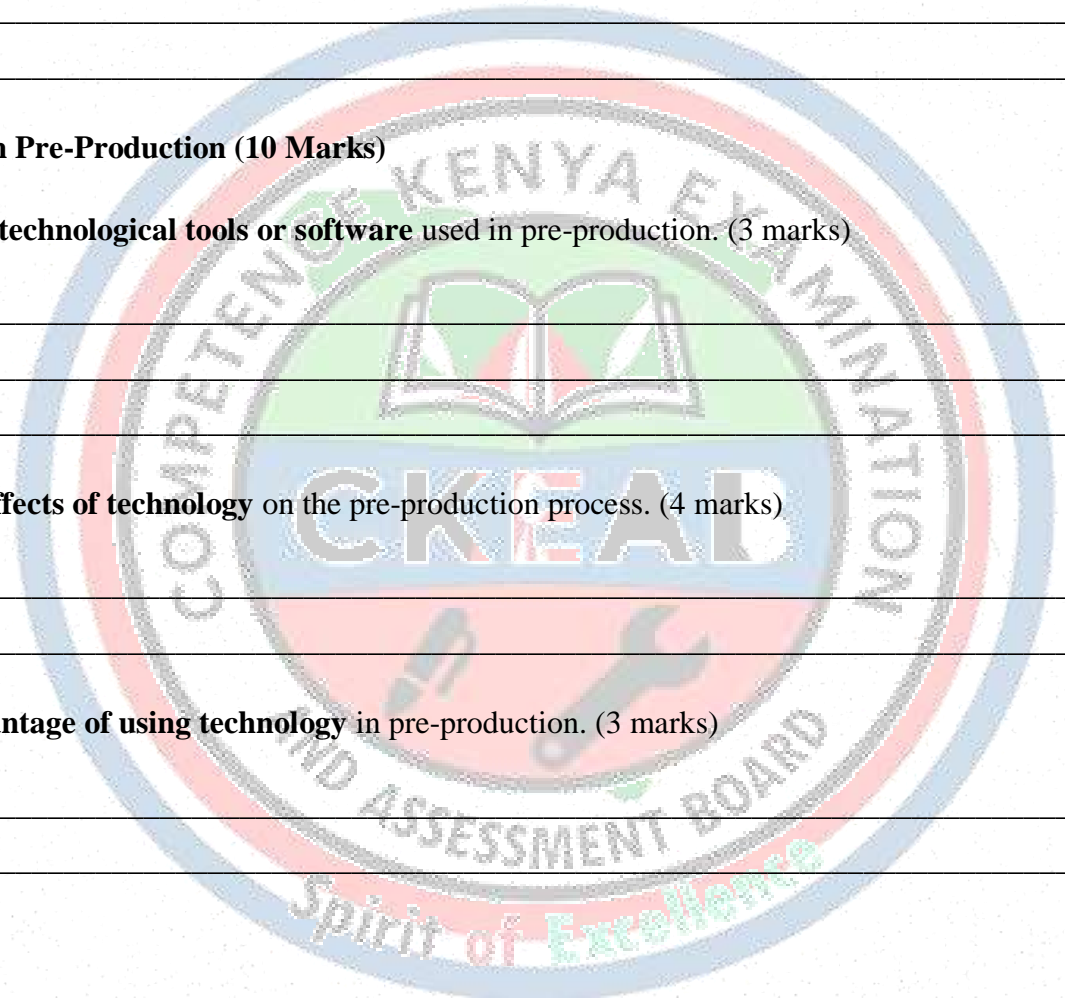
**30.**

(a) Identify **three elements of a story** that must be researched before production. (3 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_
- iii. \_\_\_\_\_

(b) Explain **two reasons why understanding the target audience** is important in pre-production. (4 marks)

- i. \_\_\_\_\_
- ii. \_\_\_\_\_



(c) Sketch a simple **character chart** for a media project. (3 marks)



**31. Educational Film Pre-Production (10 Marks)**

A school intends to create a short educational film on environmental conservation.

**(a) Name three pre-production personnel needed for the project. (3 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**(b) State two key responsibilities for each of the personnel named in (a). (4 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**(c) Name the components that should be included in a storyboard layout for one scene. (3 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**32. Effects of Technology in Pre-Production (7 Marks)**

**(a) State three ways technology improves pre-production efficiency. (3 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**(b) Name two challenges technology may introduce during pre-production. (2 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**(c) State two ways to reduce the challenges mentioned in (b). (2 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

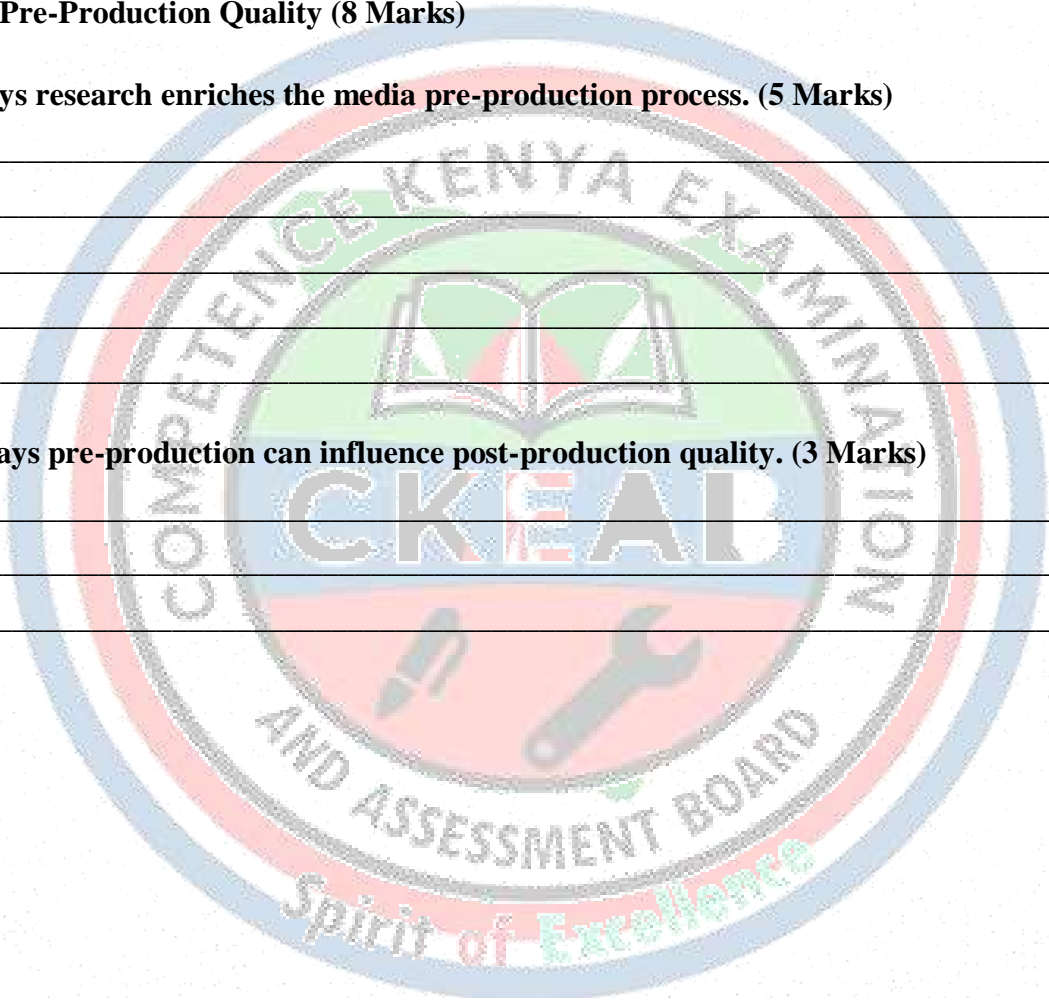
**33. Research and Pre-Production Quality (8 Marks)**

**(a) State three ways research enriches the media pre-production process. (5 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_
- v) \_\_\_\_\_

**(b) Name three ways pre-production can influence post-production quality. (3 Marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_



**MEDIA PRODUCTION PHASE**

**SECTION A: (25 marks)**

**1. Outline the roles of the following personnel in media production: (5 marks)**

a) Producer

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b) Director

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c) Camera personnel

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d) Sound personnel

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e) Lighting personnel

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**2. List any **four steps** in the media production phase. (4 marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_
- v) \_\_\_\_\_

**3. Name **three types of personnel** involved in news production. (3 marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

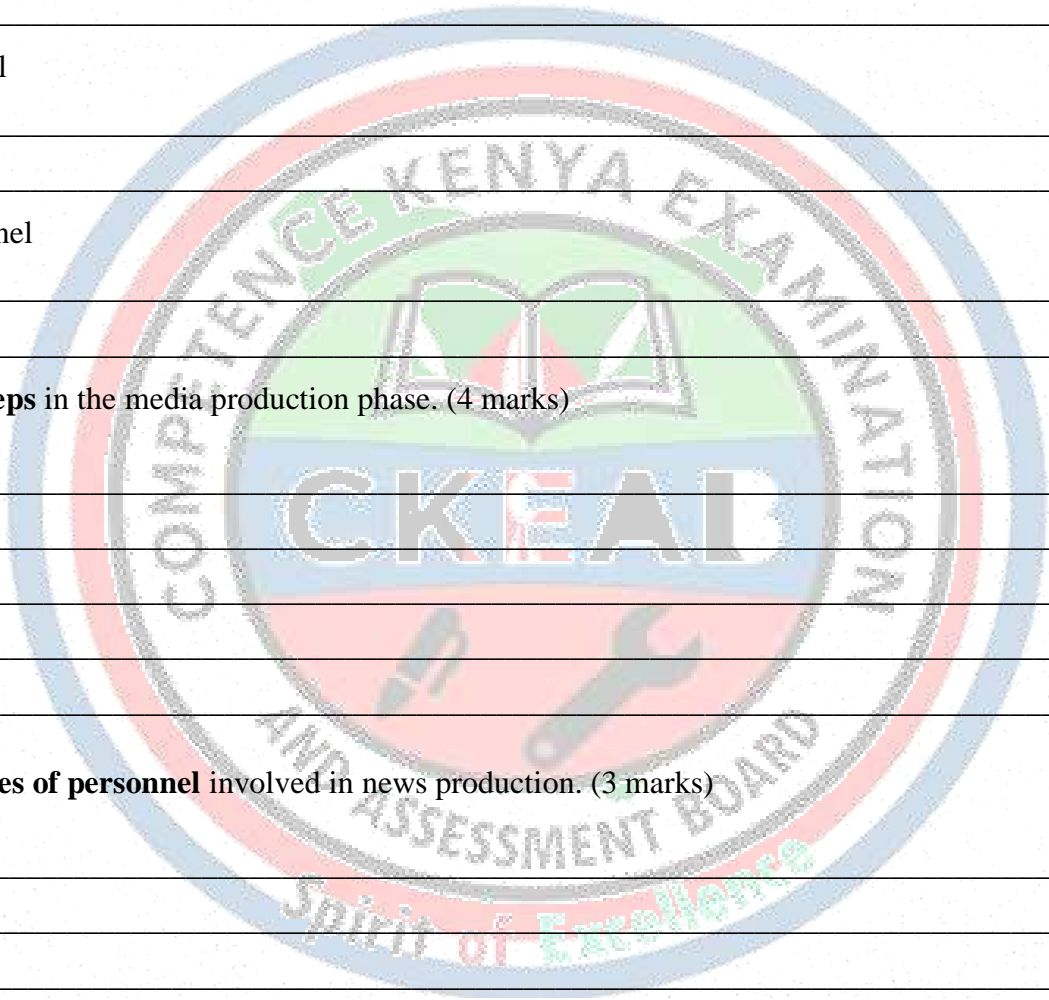
**4. Identify **two types of studio setups** used in media production. (2 marks)**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**5. Give one reason why media personnel should store work in a portfolio. (2 marks)**

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6. State two tasks performed by editing personnel in media production. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

7. Match the personnel with their correct responsibilities: (6 marks)

Personnel	Responsibility
a) Grip	i) Ensures proper lighting setup
b) Production designer	ii) Designs the visual layout of sets
c) Camera operator	iii) Operates cameras during shooting
d) Sound personnel	iv) Manages audio quality
e) Director	v) Guides the overall production
f) Cast	vi) Acts in the production

**SECTION B: AVERAGE ORDER QUESTIONS (50 marks)**

8. (a) Explain the **role of a producer** during media production. (3 marks)

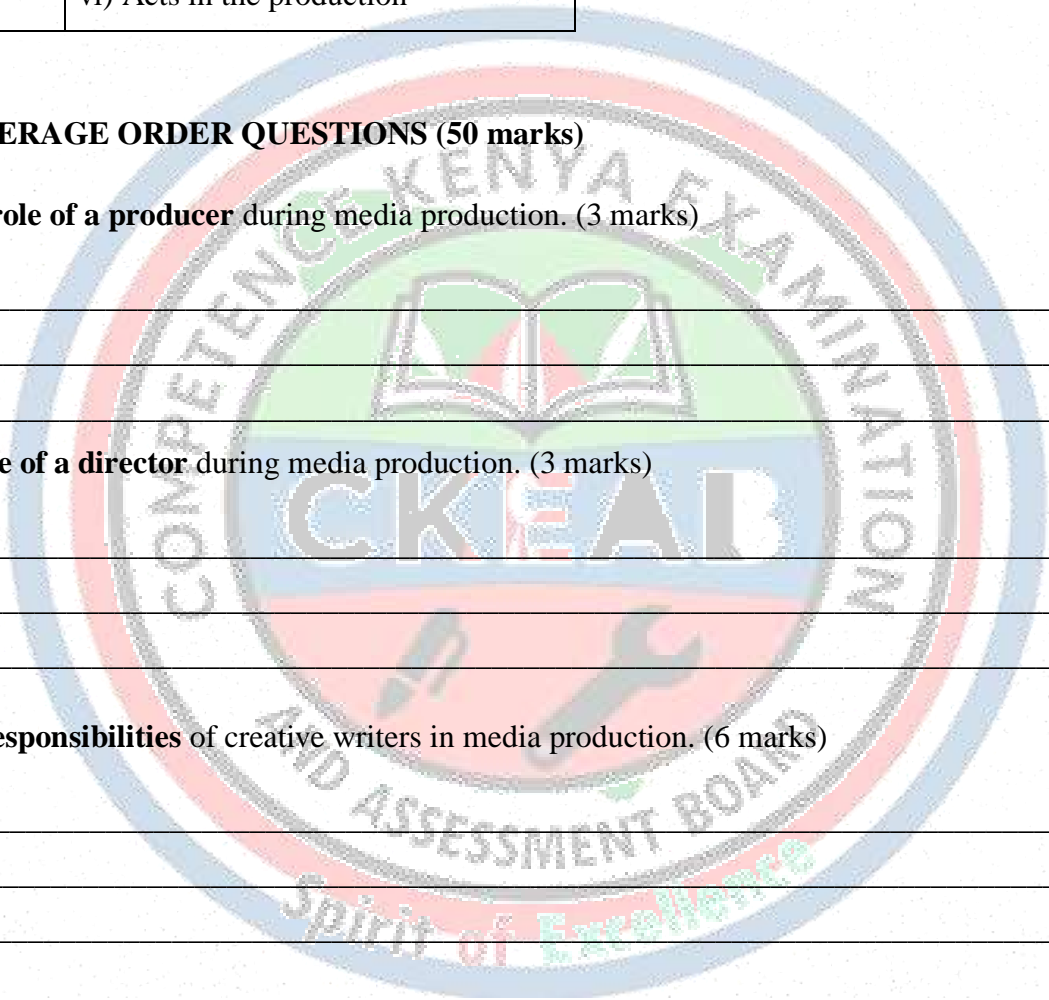
- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

(b) Explain the **role of a director** during media production. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

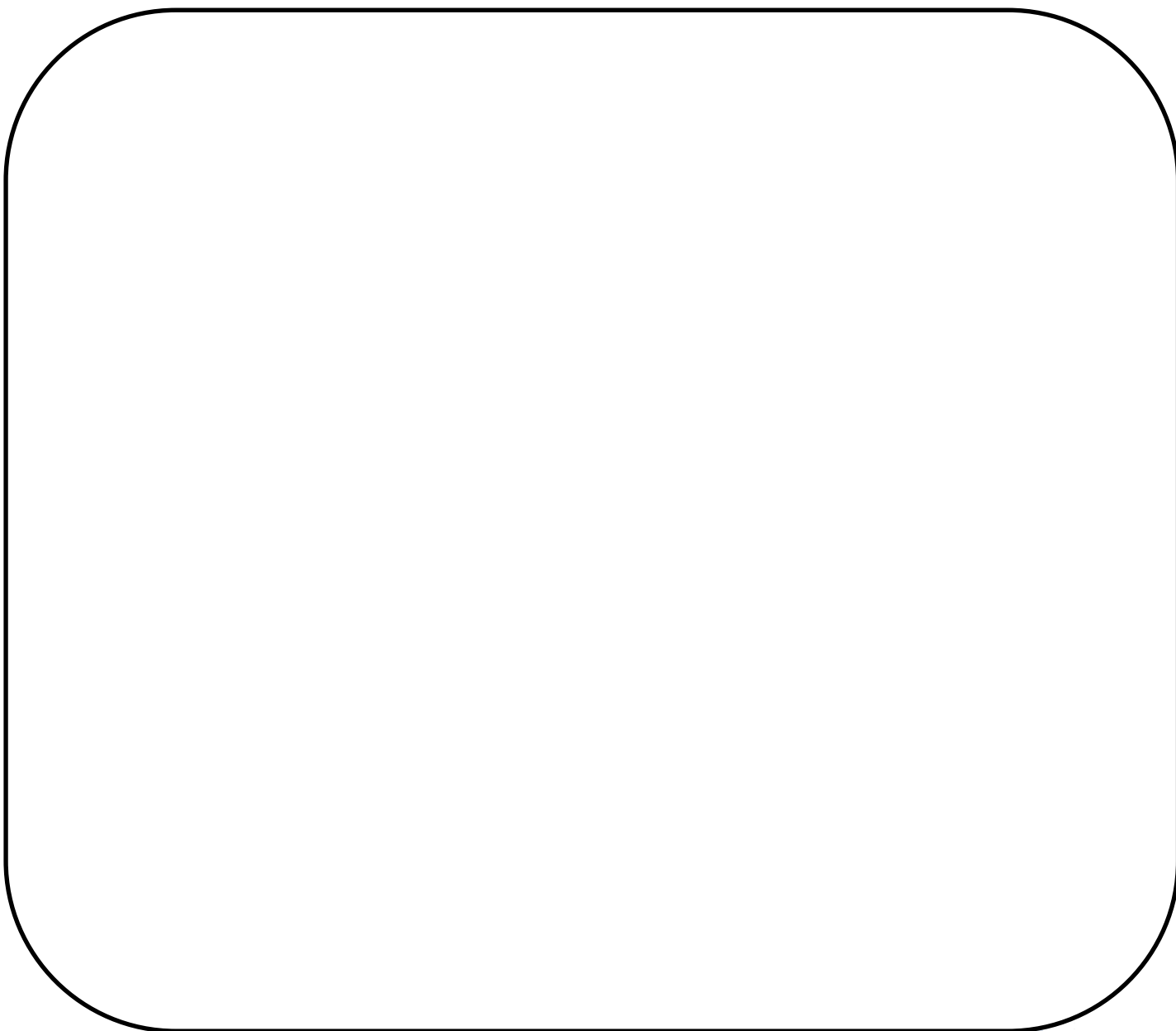
9. Discuss **three responsibilities** of creative writers in media production. (6 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_



10. Illustrate a **basic studio setup** showing camera, sound, and lighting arrangements. (Include labels) (6 marks)

(Image suggestion: simple diagram with camera, mic, lights, backdrop)



11. The production crew is about to record a news segment. Answer the following: (8 marks)

a) List **four personnel** you would involve in the production.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

b) Describe the **role of each personnel** listed.

Personnel	Role

c) Explain why collaboration is important during the production phase.

i) \_\_\_\_\_  
ii) \_\_\_\_\_

12. Explain **four steps** in the media production phase and provide **one activity** done at each step. (8 marks)

i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_  
iv) \_\_\_\_\_

13. A media house wants to produce a short drama: (8 marks)

a) Identify **five personnel** needed.

i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_  
iv) \_\_\_\_\_  
v) \_\_\_\_\_

b) Explain **why each is important** to the production.

Personnel	Importance

14. Watch a video on setting up a studio for recording a radio program. List the **equipment required** for: (6 marks)

a) Camera setup

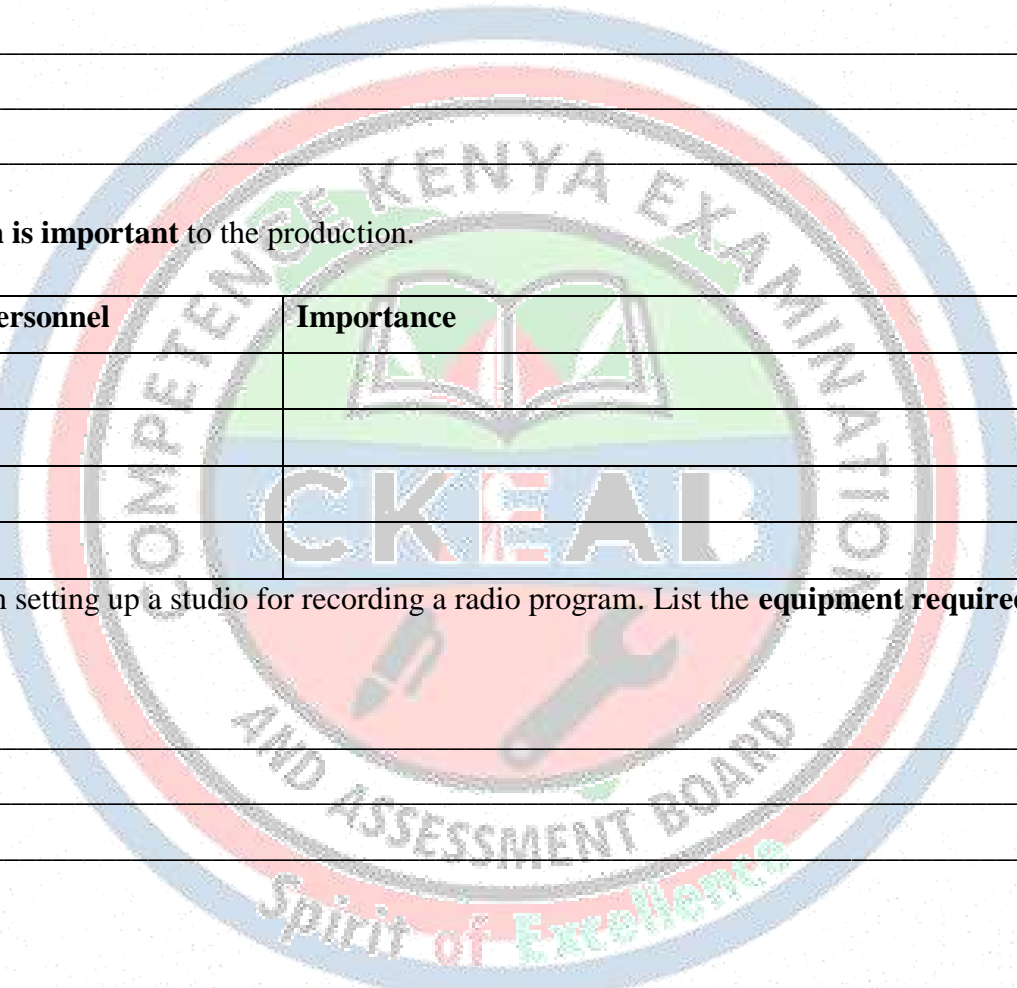
i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_

b) Sound setup

i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_

c) Lighting setup

i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_



15. Describe **three reasons** why archiving personnel is important in media production. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

16. You are a director for a school TV production. The studio has one camera, two lights, and a microphone.

(a) Name the three main pieces of equipment in the studio. (3 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

(b) State two ways to improve the setup for better production quality. (2 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

(c) Match the equipment in Column A with its main function in Column B. (3 Marks)

Column A: Equipment	Column B: Function
1. Camera	A. Records sound from actors or presenters
2. Lights	B. Captures visual images for the production
3. Microphone	C. Provides proper lighting for the scene

17. Managing Video Footage (7 Marks)

A news editor receives multiple video clips from reporters, but some are of poor quality.

(a) Name four steps the editor should take to manage the footage. (4 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

(b) State three reasons why proper editing is important before transmission. (3 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

18. You are tasked to produce a school drama.

(a) Name four key activities performed during the production phase. (4 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

(b) State one reason why each activity is necessary. (1 Mark per activity)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

19. Roles in News Production (5 Marks)

(a) Name three key personnel involved in a news production. (3 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

(b) State one main responsibility of each personnel to ensure the quality of news production. (2 Marks)

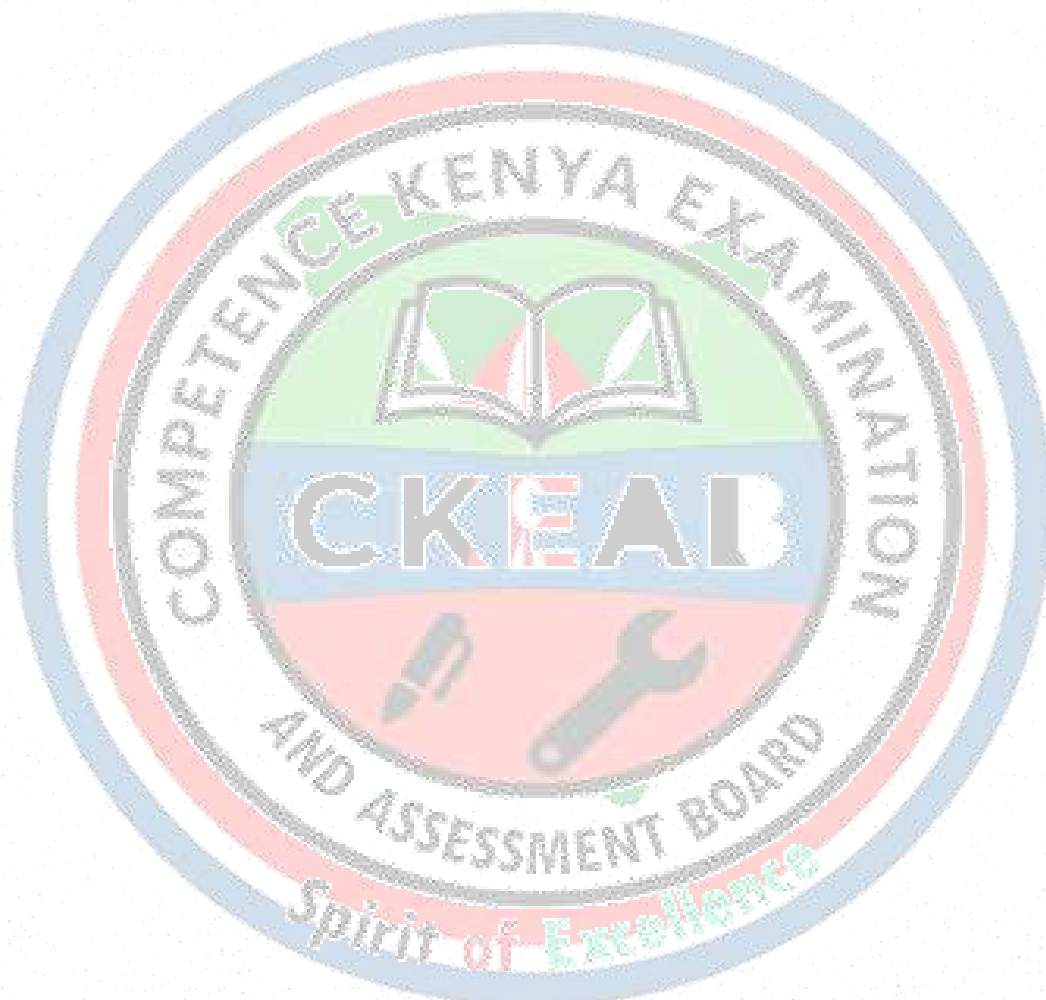
- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

(c) Match Media Production Roles to Their Responsibility (5 Marks)

Column A: Personnel	Column B: Responsibility
1. Director	A. Records audio and video for the production
2. Camera Operator	B. Ensures all actors perform correctly during scenes
3. Sound Engineer	C. Controls sound levels and audio quality
4. Editor	D. Arranges video clips into a final production
5. Producer	E. Oversees the production process and resources

20. Design a **mini studio setup** for a podcast recording in your school. Include: (5 marks)

- Equipment list
- Positioning of personnel
- Workflow for recording



**MEDIA CONTENT CREATION –**

**POST-PRODUCTION**

**SECTION A:**

1. Mwangi made an illustration as shown below

pre-production → production → post-production.

Define the term **post-production** in media content creation. (2 marks)

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---

2. List any **three personnel involved in post-production** and state their primary role. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

3. Name **two popular video editing software** used in post-production. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

4. State **two purposes of exporting a video clip** after editing. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

5. Give **two reasons why post-production is important in media production**. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

6. Match the following post-production activities with their descriptions: (4 marks)

Activity	Description
a) Importing	i) Making final video available
b) Editing	ii) Collecting video clips
c) Exporting	iii) Cutting, adding effects and transitions
d) Marketing	iv) Promoting the final product

7. Identify **one difference between Adobe Premiere and Capcut**. (2 marks)

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8. Mention two sources of video clips that can be legally used for editing. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**SECTION B:**

9. Explain three steps involved in the post-production process. (6 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

10. You have downloaded several video clips online. Describe how you would import them into a video editing software. (5 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_
- v) \_\_\_\_\_

11. A media production team wants to enhance the visual appeal of a video. Suggest four techniques they can use during editing. (4 marks)

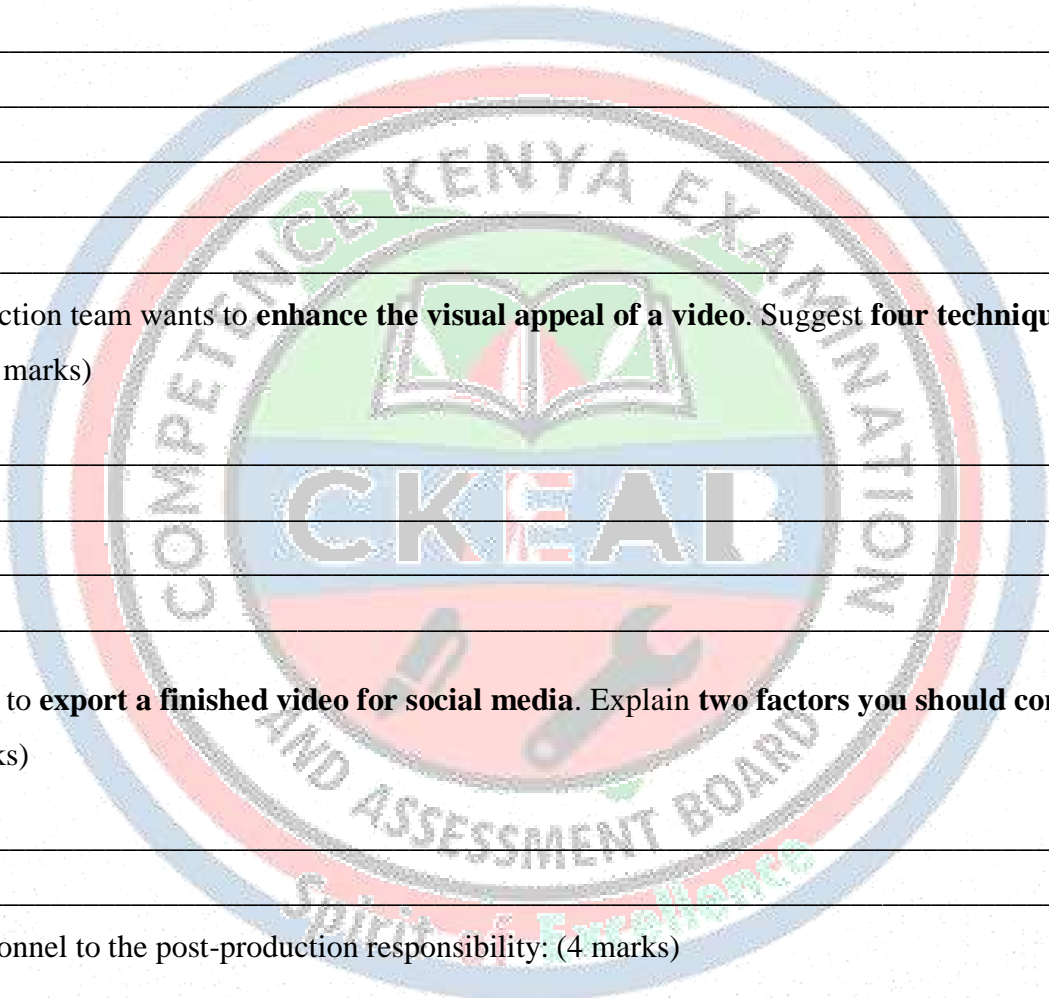
- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

12. You are tasked to export a finished video for social media. Explain two factors you should consider before exporting. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

13. Match the personnel to the post-production responsibility: (4 marks)

Personnel	Responsibility
Editor	a) Promotes content on social media
Sound designer	b) Synchronizes audio with video
Marketer	c) Adds effects and transitions



14. State two advantages of using modern editing software over older versions. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

15. Explain why storing video clips in a digital portfolio is important. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

16. Arrange the following post-production steps in correct sequence: (4 marks)

- i. Exporting
- ii. Editing
- iii. Importing
- iv. Marketing and distribution

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

17. Study the screenshot below of an editing timeline. Answer the questions: (5 marks)



a) Identify the layer where background music is placed.

\_\_\_\_\_

b) Which tool is used to trim a clip?

\_\_\_\_\_  
\_\_\_\_\_

c) Suggest a way to improve video flow using this timeline.

---

---

18. Explain how post-production enhances audience engagement in media productions. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

19. Describe two challenges media personnel may face during post-production. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

20. Identify the best file format for exporting a video intended for YouTube and explain why. (2 marks)

---

---

**SECTION C:**

21. A media team is editing a documentary on Kenyan wildlife. They have raw footage of lions, elephants, and giraffes.

a) Suggest three ways to sequence the clips to create a strong visual narrative. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

b) Explain how adding transitions and background music can improve the storytelling. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

22. Compare Filmora and Adobe Premiere in terms of user interface and advanced features. Which software would you recommend for a beginner and why? (5 marks)

	Filmora	Adobe premier
User interface		
Advanced features		

Similarities

---

---

Which do you recommend?

---

---

Reasons

---

---

---

**SECTION D:**

**23. Post-Production Workflow (5 Marks)**

(a) Name four key stages in post-production for a 5-minute short film. (4 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

(b) Match each stage in Column A with its correct description in Column B. (1 Mark)

Column A: Stage	Column B: Description
1. Importing	A. Preparing the final video for sharing or distribution
2. Editing	B. Bringing all raw video clips and audio into the software
3. Exporting	C. Arranging clips, adding effects, and adjusting sound
4. Marketing	D. Promoting the final video to the audience

**24. Planning Post-Production (4 Marks)**

A client requests a promotional video for a new product.

(a) Name three activities you would include in planning the post-production phase to meet client requirements. (3 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

(b) State one reason why each activity is important for meeting deadlines and visual appeal. (1 Mark)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**25. Video Editing Software (4 Marks)**

(a) Name two examples of video editing software used in media production. (2 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

(b) State one way each software improves media production quality. (2 Marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**26. Below are descriptions of certain post-production media personnel. Use the descriptions provided to identify the personnel.**

(a) This person arranges video clips in sequence, adds transitions, inserts special effects, and ensures the final video flows smoothly.

Personnel: \_\_\_\_\_ (1 mark)

(b) This person adjusts sound levels, mixes audio tracks, removes background noise, and ensures dialogue and music are balanced.

Personnel: \_\_\_\_\_ (1 mark)

(c) This person creates visual graphics, titles, and text overlays, ensuring they match the style and theme of the video.

Personnel: \_\_\_\_\_ (1 mark)

(d) This person ensures the final video is delivered in the correct format, exports it for different platforms, and manages file organization.

Personnel: \_\_\_\_\_ (1 mark)

(e) This person promotes the finished video, prepares marketing clips, and shares the production with the intended audience.

Personnel: \_\_\_\_\_ (1 mark)

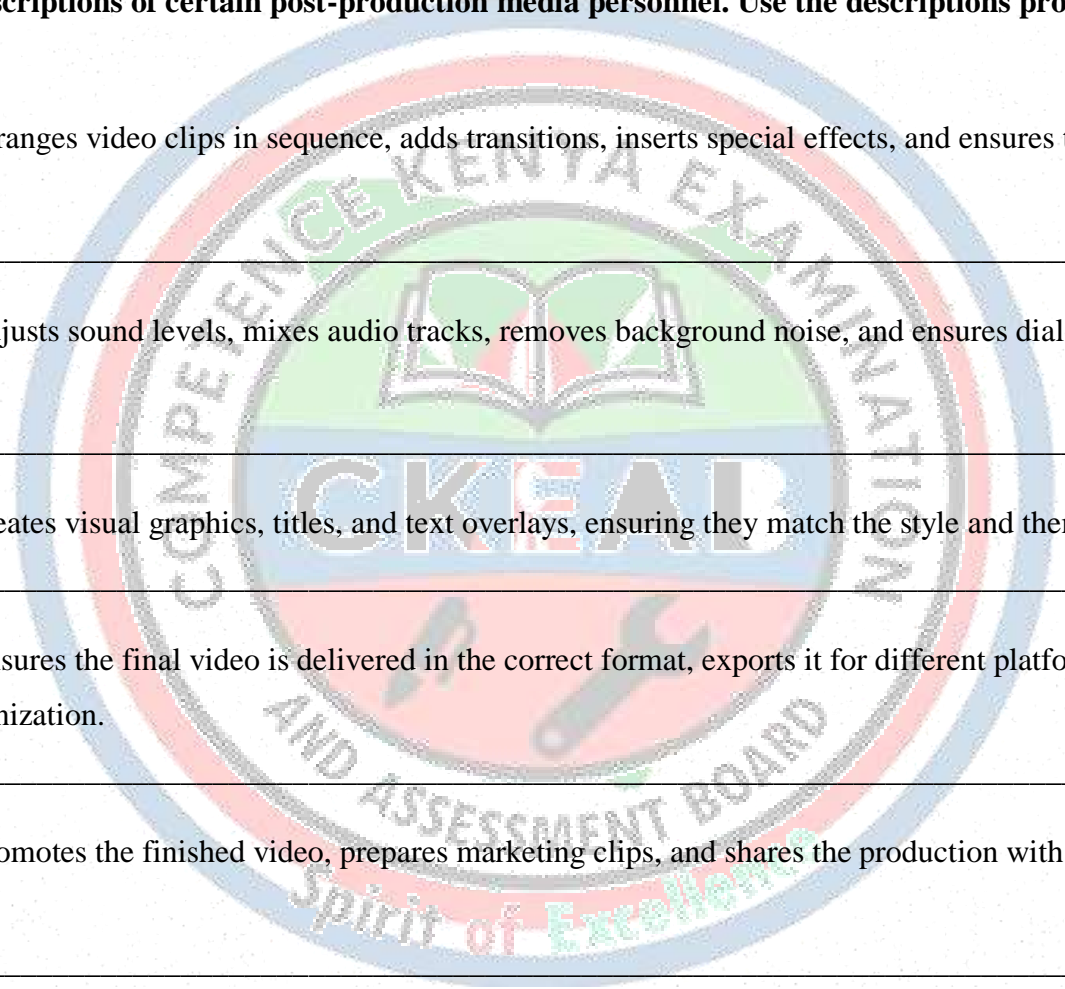
**27. Below are descriptions of post-production personnel. Use the descriptions to identify the personnel.**

(a) Responsible for cutting, trimming, and assembling raw footage into a cohesive story.

Personnel: \_\_\_\_\_ (1 mark)

(b) Manages sound effects, background music, and overall audio quality of the video production.

Personnel: \_\_\_\_\_ (1 mark)



(c) Designs and inserts animated graphics, captions, and special visual effects into the production.

Personnel: \_\_\_\_\_ (1 mark)

(d) Ensures the final product meets technical requirements for web, TV, or cinema distribution.

Personnel: \_\_\_\_\_ (1 mark)

(e) Creates publicity materials, social media posts, and promotional campaigns for the final video.

Personnel: \_\_\_\_\_ (1 mark)

**28. Post-Production Technologies (5 Marks)**

(a) Name four technologies commonly used during the post-production phase of a short film or video.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

(b) State one use for each technology named above.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

**29. Post-Production Equipment (5 Marks)**

**Below are descriptions of equipment used in post-production. Use the descriptions to identify the equipment.**

i) Used to edit video clips, arrange them in sequence, and add transitions.

Equipment: \_\_\_\_\_ (1 mark)

ii) Used to mix audio tracks, balance sound levels, and add sound effects or background music.

Equipment: \_\_\_\_\_ (1 mark)

iii) Used to display and review footage in high resolution for color correction and visual effects.

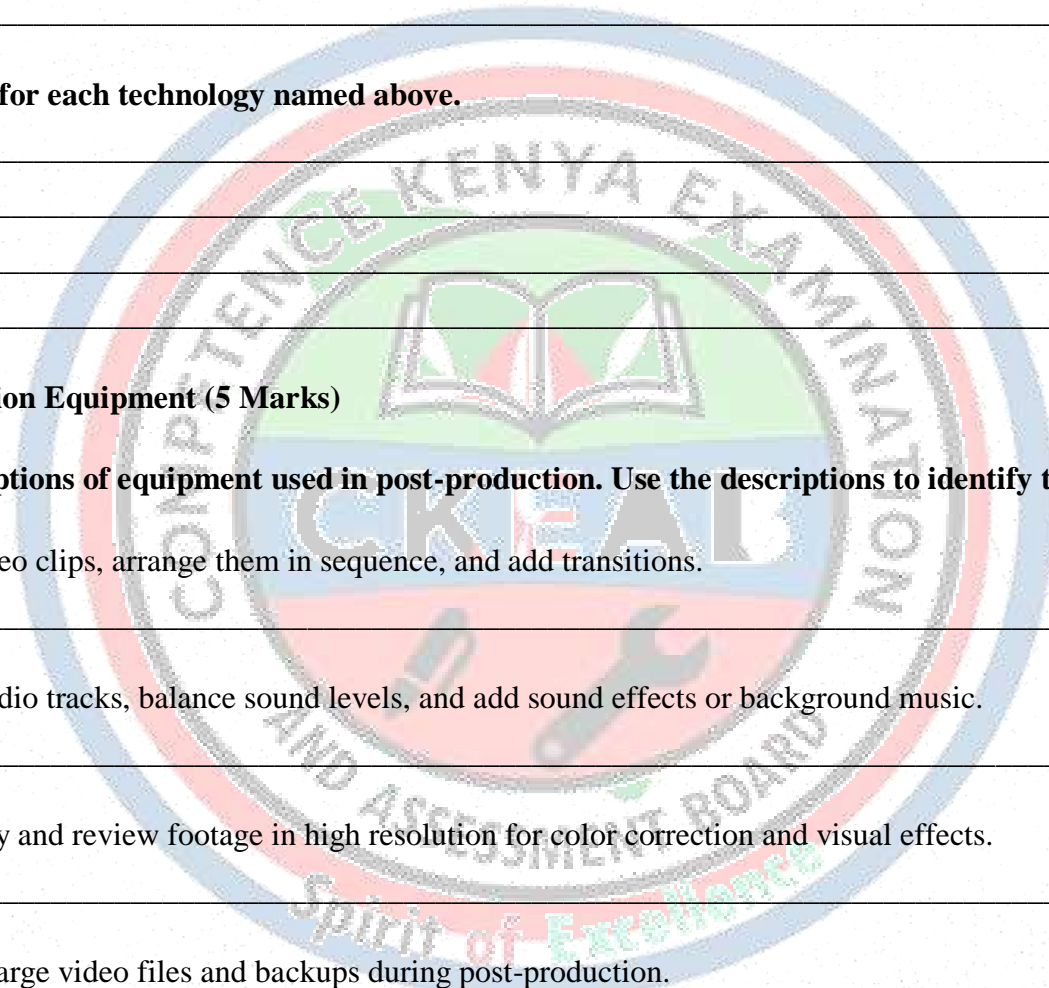
Equipment: \_\_\_\_\_ (1 mark)

iv) Used to store large video files and backups during post-production.

Equipment: \_\_\_\_\_ (1 mark)

v) Used to render and export the final video in various formats for distribution.

Equipment: \_\_\_\_\_ (1 mark)



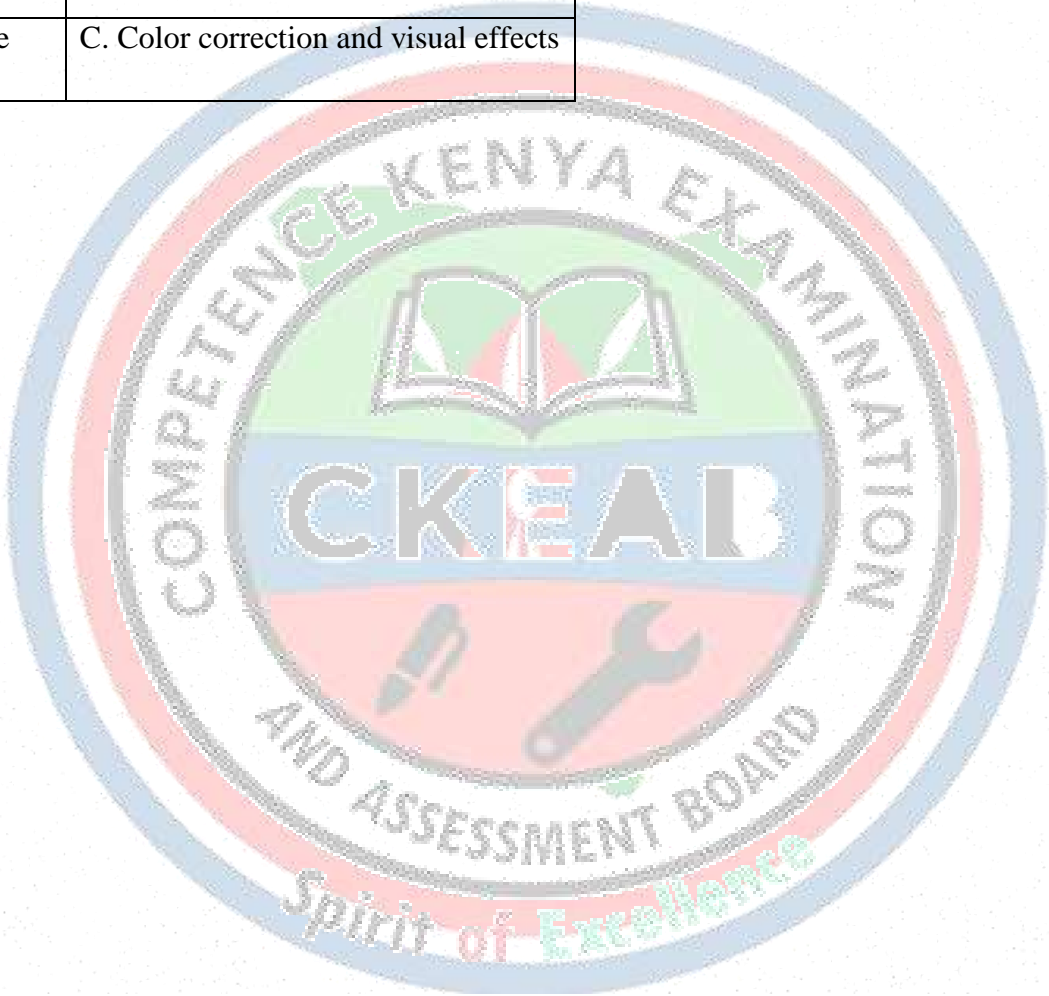
**30. Post-Production Systems (5 Marks)**

**(a) Name three software systems used during post-production of media content.**

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**(b) Match the system in Column A with its main function in Column B.**

<b>Column A: System</b>	<b>Column B: Function</b>
1. Adobe Premiere Pro	A. Mixing and editing audio tracks
2. Final Cut Pro	B. Arranging and editing video clips
3. DaVinci Resolve	C. Color correction and visual effects



**MEDIA COMPONENTS**

**SECTION A: (25 marks)**

**Answer all questions.**

**1. Define the following terms: (5 marks)**

a) Photography

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---

b) DSLR camera

---

---

c) Lens

---

---

d) Photojournalism

---

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e) Tripod

---

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**2. Match the photography cameras with their description: (5 marks)**

Camera Type	Description
A) Pinhole camera	1) Uses a single lens with reflex mirror for image capture
B) SLR	2) Uses a tiny hole instead of a lens to capture images
C) DSLR	3) Digital version of SLR with image sensor
D) Mirrorless	4) No reflex mirror, compact design
E) Phone camera	5) Portable camera integrated into a phone

**3. List any four genres of photography. (4 marks)**

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

iv) \_\_\_\_\_

**4. State two roles of photography in storytelling. (2 marks)**

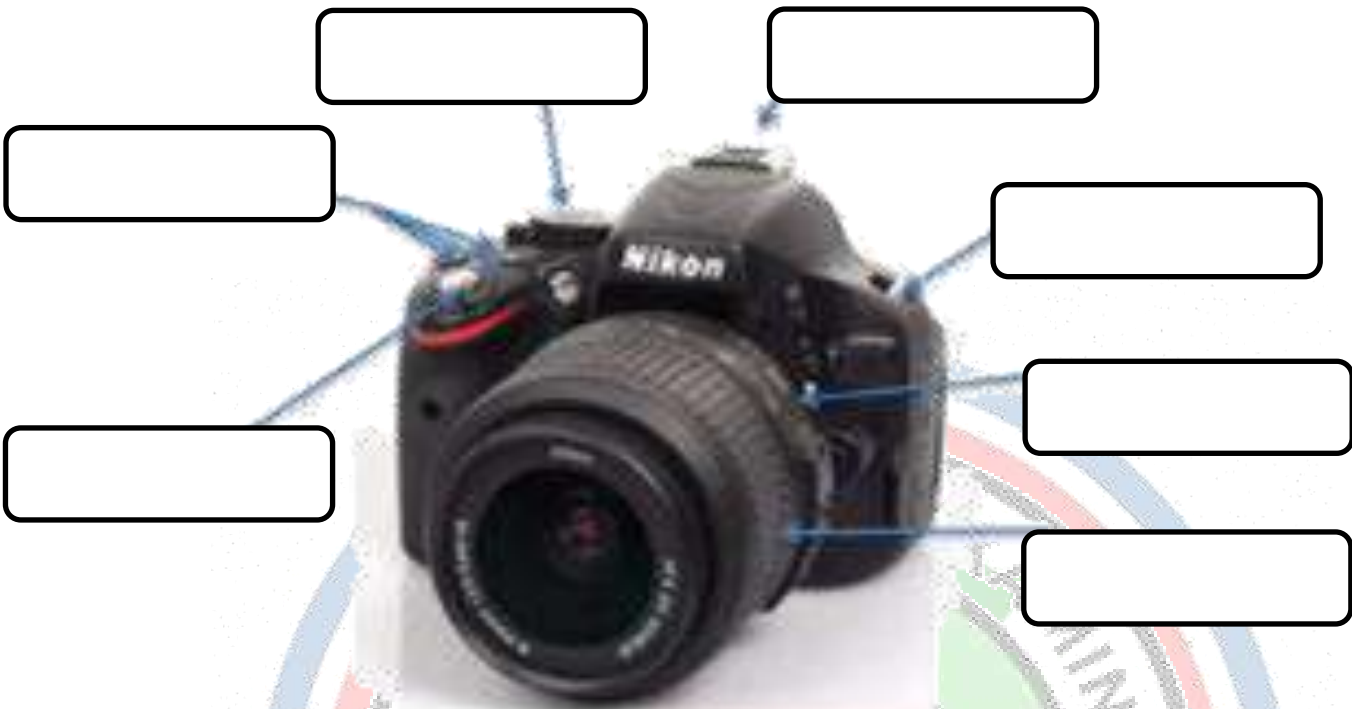
i) \_\_\_\_\_

ii) \_\_\_\_\_

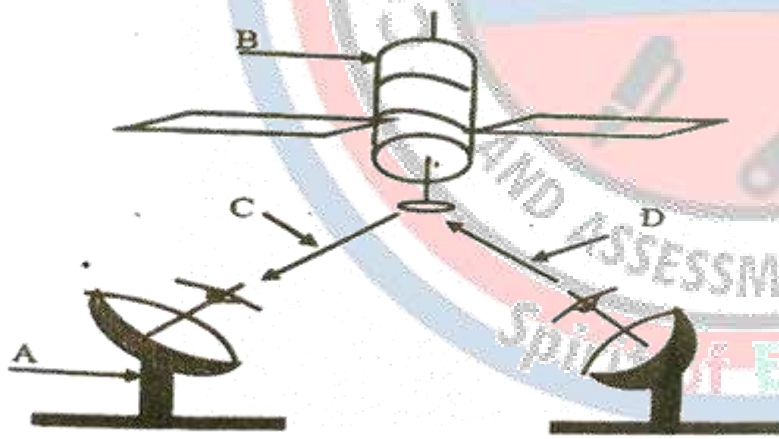
5. Identify four accessories used in photography. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

6. (a) Name the following camera parts in the diagram below: (5 marks)



b) Study the diagram below and answer the questions that follow.



(i) Name the communication media depicted in the above diagram: [1mrk]

\_\_\_\_\_

(ii) Name the parts labelled A, B, C, and D [3mrks]

A: \_\_\_\_\_

B: \_\_\_\_\_

C: \_\_\_\_\_

D: \_\_\_\_\_

(c) Identify the following production equipment



A



B



C



D



E



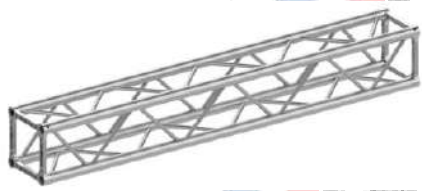
F



G



H



I



J



K

A: : \_\_\_\_\_

B: : \_\_\_\_\_

C: : \_\_\_\_\_

D: : \_\_\_\_\_

E: : \_\_\_\_\_

F: : \_\_\_\_\_

G: : \_\_\_\_\_

H: : \_\_\_\_\_

I: : \_\_\_\_\_

J: : \_\_\_\_\_

K: : \_\_\_\_\_

**SECTION B: (50 marks)**

**Answer all questions.**

**7. Explain the functions of the following camera parts: (6 marks)**

a) Shutter button

---

---

b) Lens

---

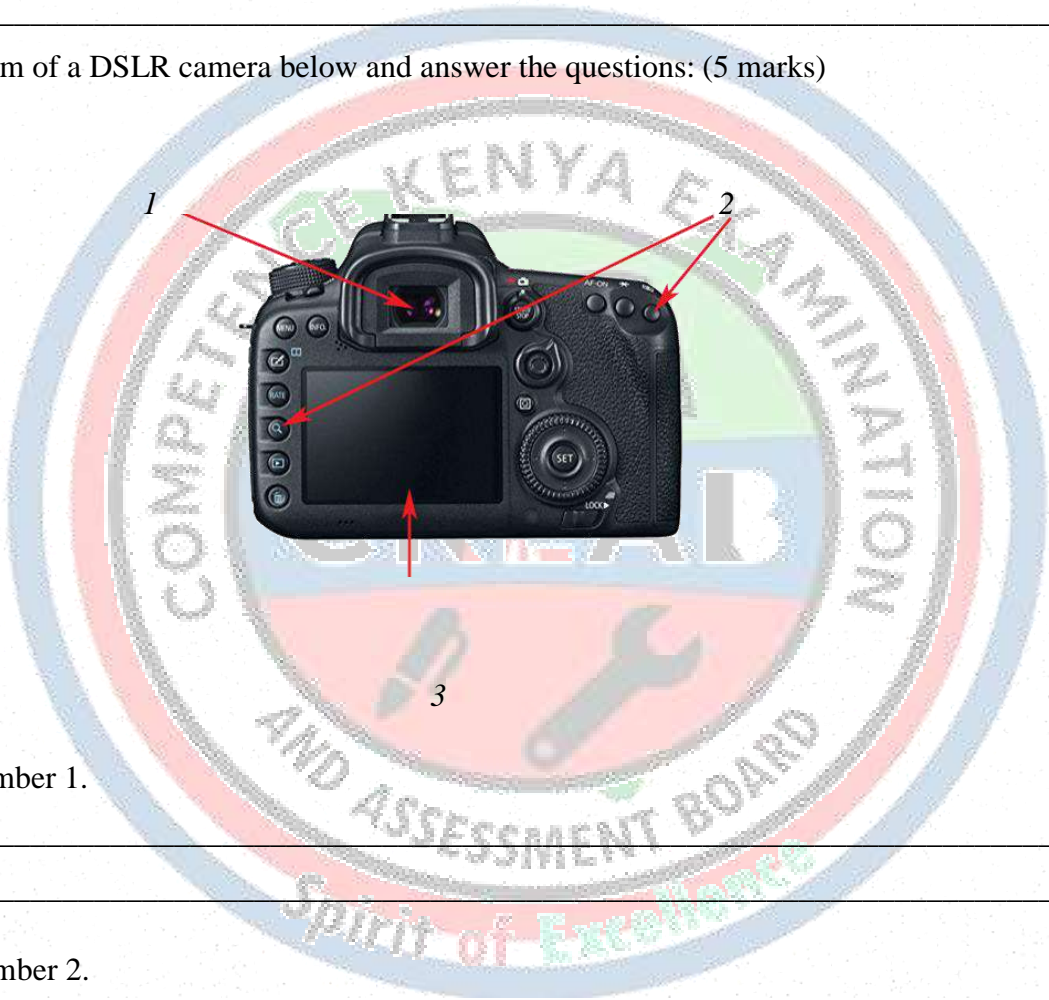
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c) Viewfinder

---

---

**8. Study the diagram of a DSLR camera below and answer the questions: (5 marks)**



a) Identify part number 1.

---

---

b) Identify part number 2.

---

---

c) Name the part used to control aperture and shutter speed.

---

---

d) Suggest two accessories that can improve stability while shooting.

i) \_\_\_\_\_

ii) \_\_\_\_\_

e) State one advantage of using this camera over a pinhole camera.

\_\_\_\_\_  
\_\_\_\_\_

9. Briefly explain how technology has evolved in photography. Provide at least three stages. (5 marks)

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

iv) \_\_\_\_\_

10. Explain the difference between a zoom lens and a prime lens. (4 marks)

Zoom lens	Prime lens

11. A student wants to capture a landscape photograph: (5 marks)

a) Suggest the best type of lens to use.

\_\_\_\_\_

b) Mention two accessories that will help in this shoot.

i) \_\_\_\_\_

ii) \_\_\_\_\_

c) Give one reason why composition is important in photography.

\_\_\_\_\_  
\_\_\_\_\_

d) Mention one genre of photography this falls under.

\_\_\_\_\_

e) Suggest a storage device suitable for storing large image files.

i) \_\_\_\_\_

ii) \_\_\_\_\_

12. The table below shows some camera features. Complete it: (5 marks)

Feature	Purpose
Shutter	
Image Sensor	
Tripod	
Flash	
Lens filter	

13. Describe how photography can be used in the following situations: (5 marks)

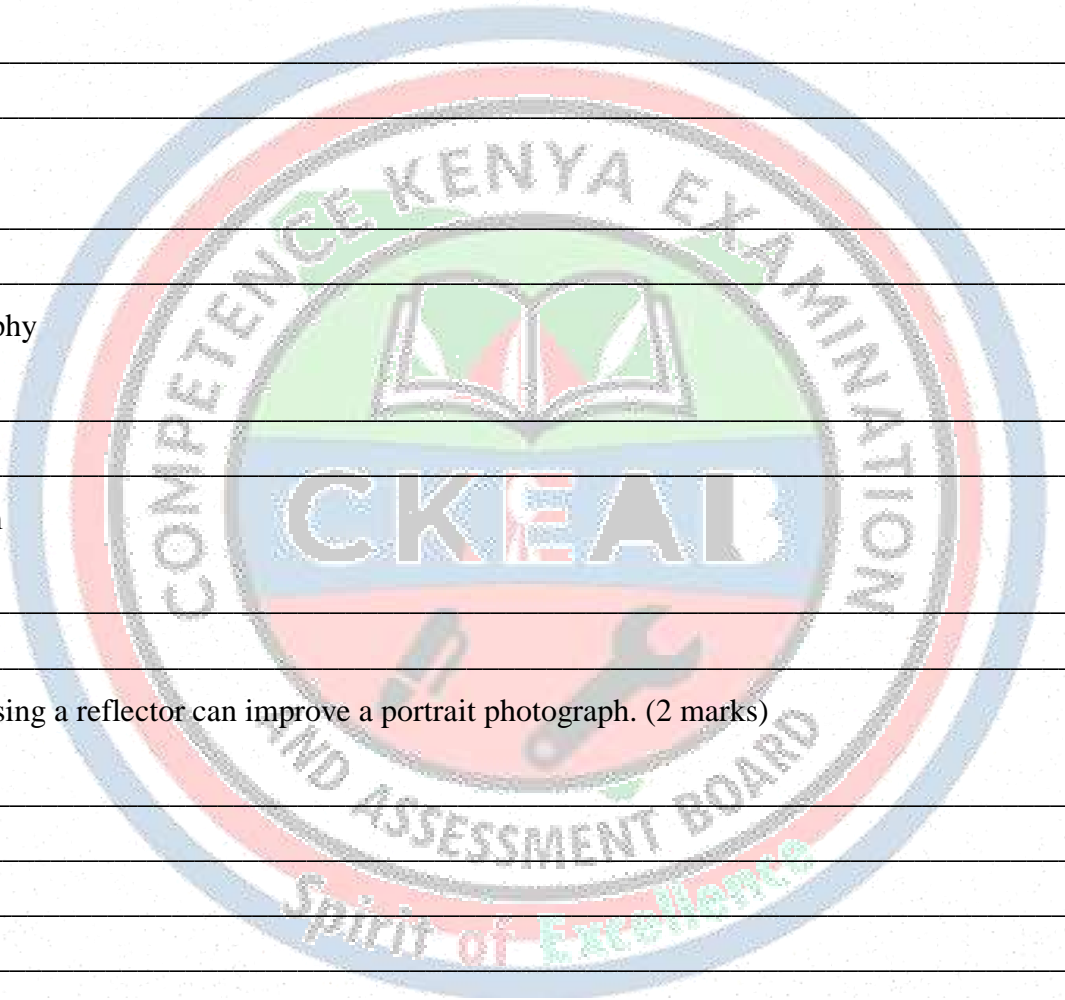
- a) Events
  - i) \_\_\_\_\_
  - ii) \_\_\_\_\_
- b) Wildlife
  - i) \_\_\_\_\_
  - ii) \_\_\_\_\_
- c) Sports
  - i) \_\_\_\_\_
  - ii) \_\_\_\_\_
- d) Street photography
  - i) \_\_\_\_\_
  - ii) \_\_\_\_\_
- e) Photojournalism
  - i) \_\_\_\_\_
  - ii) \_\_\_\_\_

14. Explain how using a reflector can improve a portrait photograph. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

15. Identify the advantages of a mirrorless camera over a DSLR camera. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_



**SECTION C: (25 marks)**

**Answer all questions.**

**16.** A student wants to create a photo story about local market activities: (6 marks)

a) Suggest three photography genres they can combine.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

b) Explain how each genre contributes to storytelling.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

c) Suggest two camera accessories that will improve the photo story quality.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**17.** Evaluate the impact of phone cameras on modern photography. Provide three points. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

**18.** Compare DSLR, mirrorless, and phone cameras based on: portability, image quality, price, and ease of use. (5 marks)

	<b>DSLR cameras</b>	<b>Mirror less cameras</b>	<b>Phone cameras</b>
<i>Portability</i>			
<i>Price</i>			
<i>Image quality</i>			
<i>Ease of use</i>			

**19.** A photographer wants to document a wildlife sanctuary at dawn: (2 marks)

a) Suggest two accessories that are crucial for this shoot.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

b) Justify your choice of ISO settings for low light conditions.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

20. A student captured the following photograph. (Insert landscape photo diagram/illustration)

(a) Name four elements of photography used to evaluate a photograph. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

(b) State one aspect checked under each element named above. (1 mark)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

**21. Preparing Photographs for Exhibition (4 Marks)**

A student is required to exhibit photographs for peer review.

(a) State four steps followed when preparing photographs for display. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

**22. Media Equipment Identification (5 Marks)**

Below are descriptions of certain media equipment. Use the descriptions provided to identify the equipment.

a) Used to capture still photographs with high resolution.

Equipment: \_\_\_\_\_ (1 mark)

b) Used to record clear sound during video production.

Equipment: \_\_\_\_\_ (1 mark)

c) Used to provide extra light when recording in a dark environment.

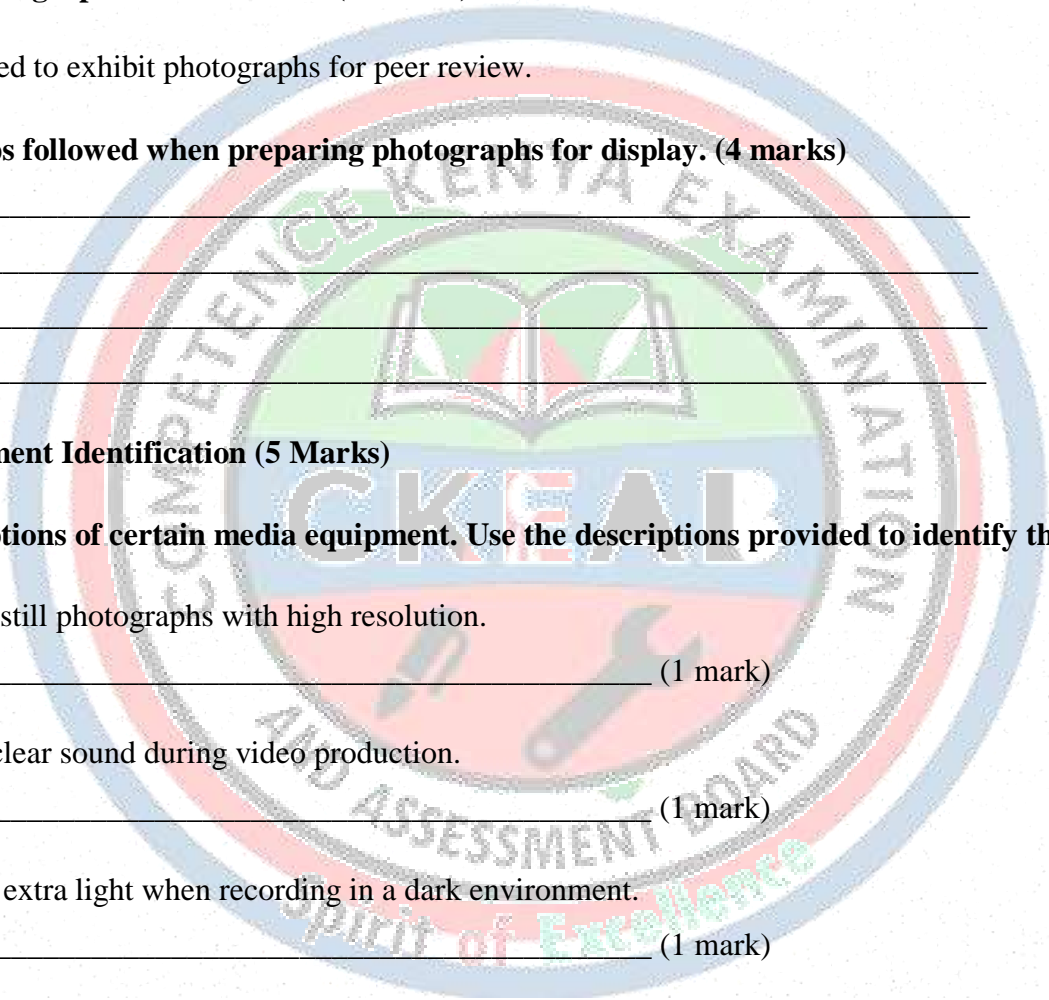
Equipment: \_\_\_\_\_ (1 mark)

d) Used to support a camera and keep it steady during shooting.

Equipment: \_\_\_\_\_ (1 mark)

e) Used to store and transfer photos and videos from a camera.

Equipment: \_\_\_\_\_ (1 mark)



### 23. Media Equipment Identification – Version 2 (5 Marks)

Below are descriptions of media equipment. Use the descriptions to identify the equipment.

a) Used to preview and monitor video clips during editing.

Equipment: \_\_\_\_\_ (1 mark)

b) Used to edit and arrange video clips in a timeline.

Equipment: \_\_\_\_\_ (1 mark)

c) Used to remove background noise and improve audio clarity.

Equipment: \_\_\_\_\_ (1 mark)

d) Used to print photographs for display.

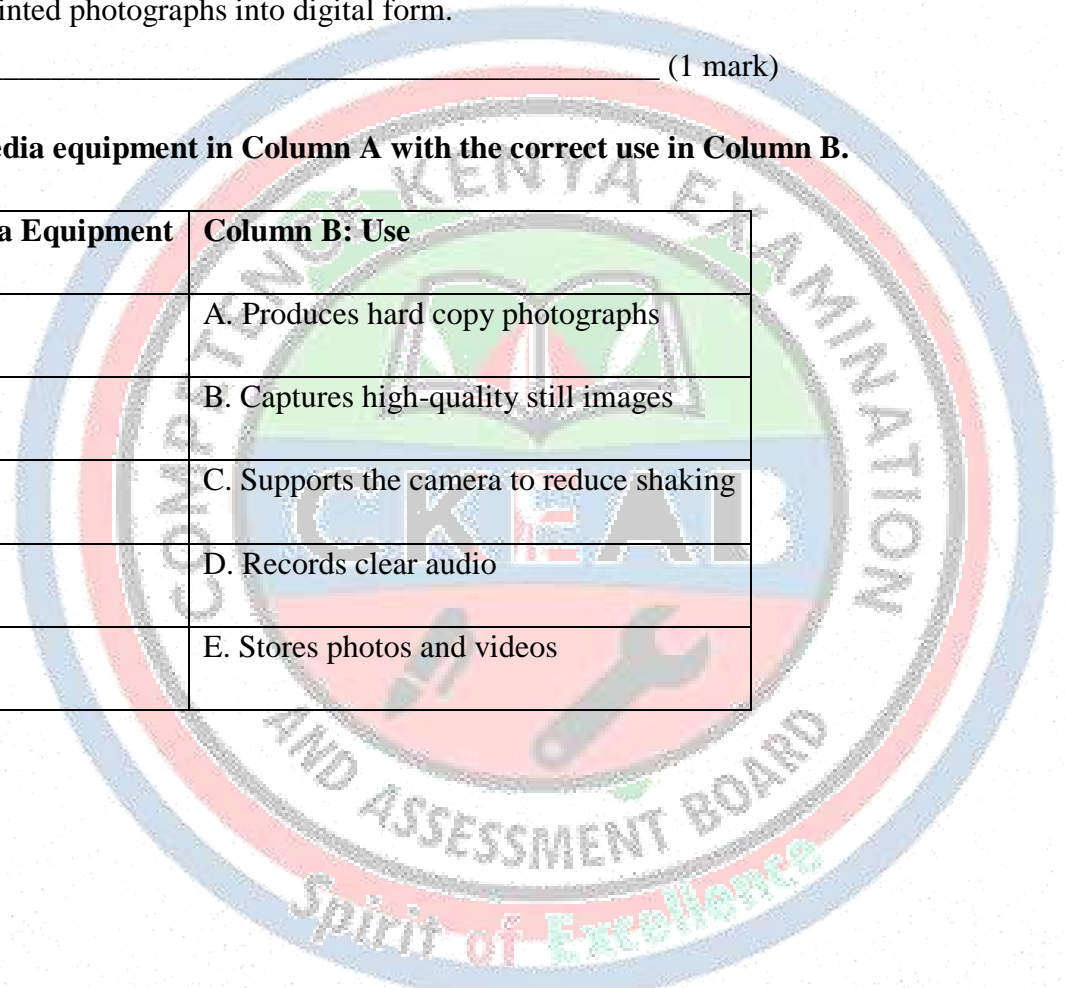
Equipment: \_\_\_\_\_ (1 mark)

e) Used to scan printed photographs into digital form.

Equipment: \_\_\_\_\_ (1 mark)

24. Match the media equipment in Column A with the correct use in Column B.

Column A: Media Equipment	Column B: Use
1. Tripod	A. Produces hard copy photographs
2. DSLR Camera	B. Captures high-quality still images
3. Printer	C. Supports the camera to reduce shaking
4. Microphone	D. Records clear audio
5. Memory Card	E. Stores photos and videos



# VIDEO TECHNOLOGY AND OSHA PRINCIPLES

## SECTION A: (25 marks)

Answer all questions.

1. Define the following terms: (5 marks)

a) Camcorder

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b) Digital video production

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c) OSHA

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d) Lens hood

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e) Field monitor

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2. Match the video camera components to their functions: (5 marks)

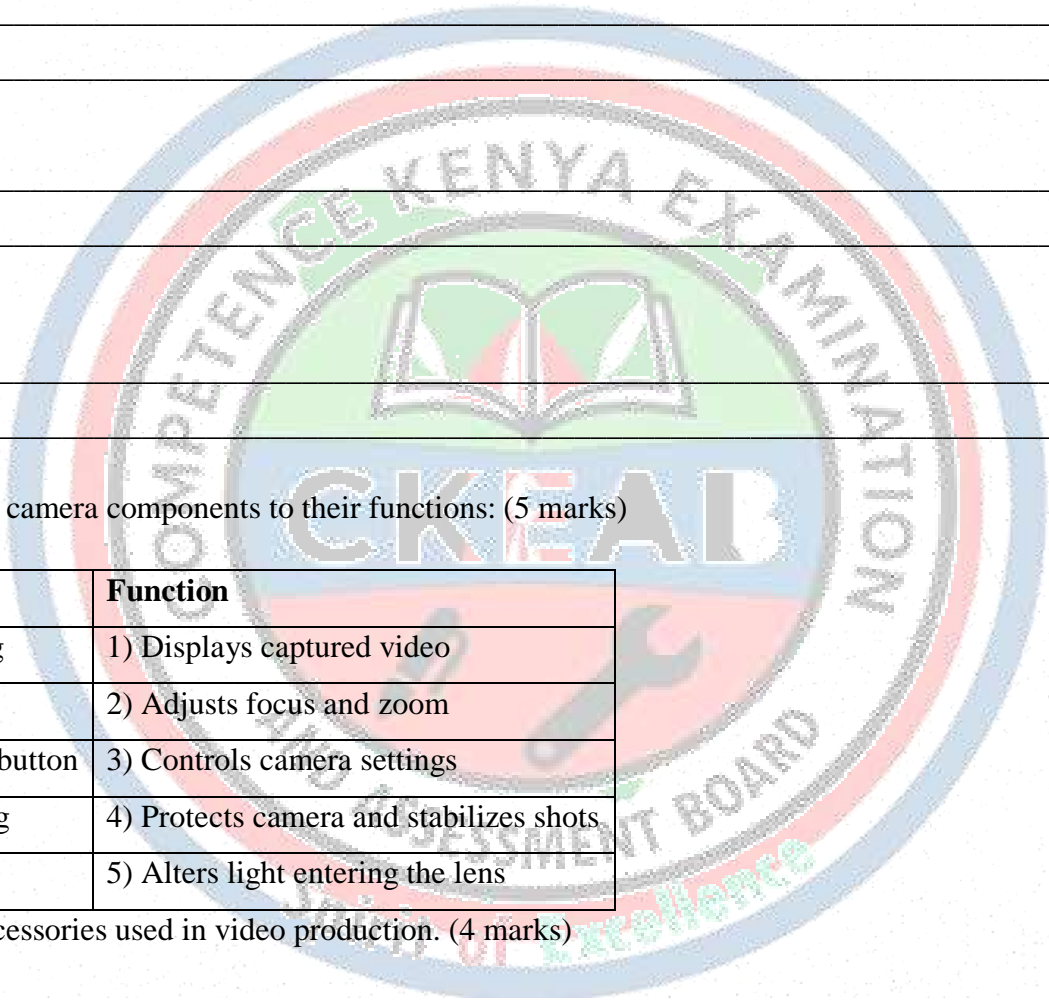
Component	Function
A) Lens barrel ring	1) Displays captured video
B) Viewfinder	2) Adjusts focus and zoom
C) Menu/function button	3) Controls camera settings
D) Camera cage/rig	4) Protects camera and stabilizes shots
E) Lens filter	5) Alters light entering the lens

3. List any four accessories used in video production. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

4. State two roles of OSHA principles in video production. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_



5. Identify three electrical hazards in a video production studio. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

6. Name the following video camera parts in the diagram below: (6 marks)



**SECTION B: (50 marks)**

**Answer all questions.**

7. Explain the functions of the following video camera components: (6 marks)

a) Lens barrel rings

\_\_\_\_\_

b) Display/viewfinder

\_\_\_\_\_

c) Menu/function button

\_\_\_\_\_

8. Study the diagram of a professional video camera below and answer the questions: (5 marks)



a) Identify part number 1.

\_\_\_\_\_

b) Identify part number 2.

\_\_\_\_\_

c) Suggest two accessories that stabilize video shots.

i) \_\_\_\_\_

ii) \_\_\_\_\_

d) Mention one advantage of using a camcorder over a phone camera.

\_\_\_\_\_

e) Name a suitable storage device for large video files.

i) \_\_\_\_\_

ii) \_\_\_\_\_

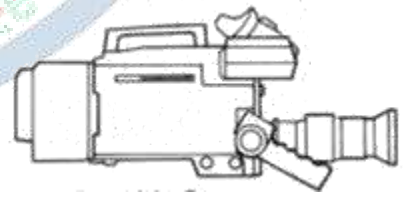
f) Identify the types of cameras below



X



Y



Z

X: \_\_\_\_\_ Y: \_\_\_\_\_ Z: \_\_\_\_\_

9. Describe the following video camera accessories and their functions: (5 marks)

a) Camera cage/rig

---

---

b) Field monitor

---

---

c) Lens hood

---

---

d) Power sources

---

---

e) Camera cleaning kit

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---

10. Explain the importance of OSHA principles in video production. (4 marks)

i) \_\_\_\_\_

ii) \_\_\_\_\_

11. A video production team is filming outdoors: (5 marks)

a) Identify two personnel safety measures to observe.

i) \_\_\_\_\_

ii) \_\_\_\_\_

b) Mention one equipment hazard they might face.

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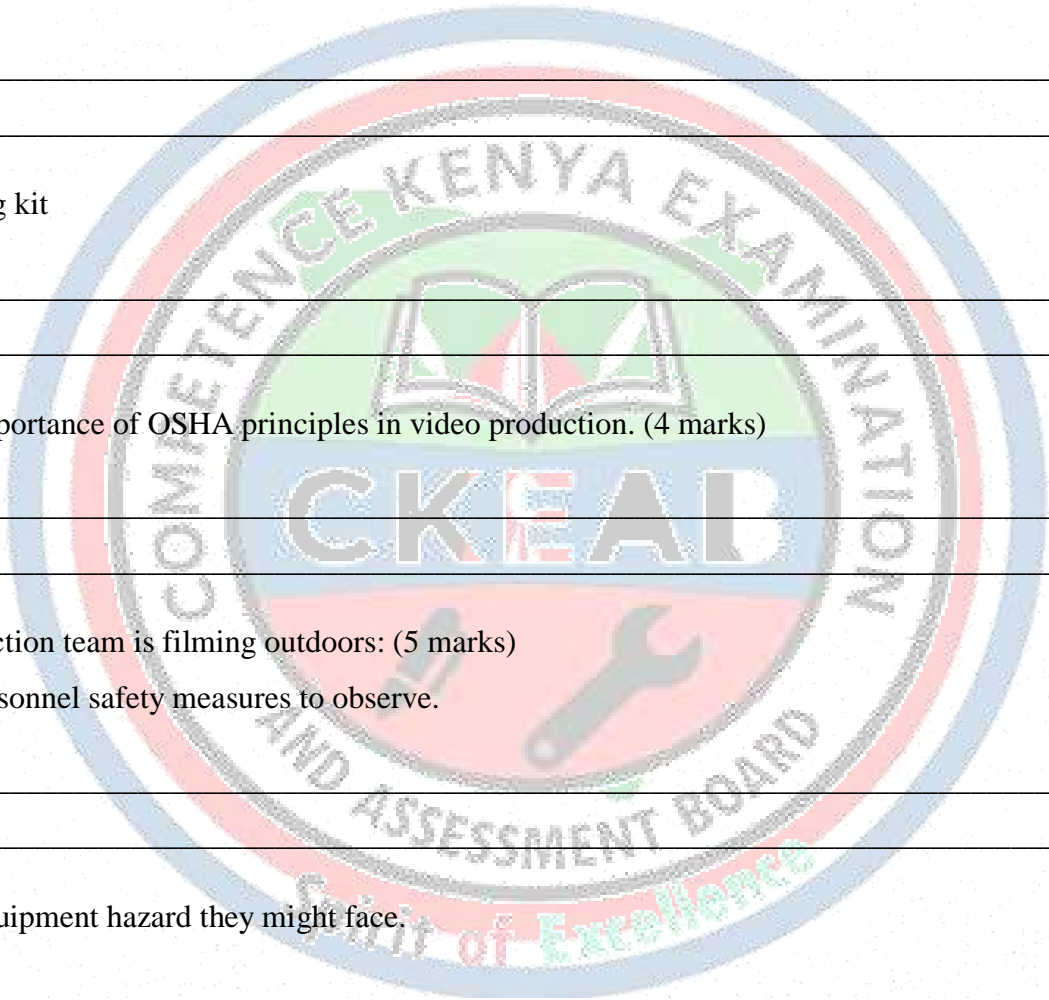
c) Suggest a method to prevent fire hazards.

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d) Explain how fatigue can affect video production.

i) \_\_\_\_\_

ii) \_\_\_\_\_



e) Recommend protective gear to use.

i) \_\_\_\_\_

ii) \_\_\_\_\_

12. Complete the table on video camera safety: (5 marks)

Hazard	Safety Measure
Electrical	
Fire	
Fatigue	
Equipment	
Trip hazards	

13. Briefly explain how to handle and operate a video camera safely. (5 marks)

i) \_\_\_\_\_

ii) \_\_\_\_\_

14. A student wants to record a 2-minute video clip: (5 marks)

a) List three OSHA safety measures to follow before recording.

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

b) Mention two accessories that can improve video quality.

i) \_\_\_\_\_

ii) \_\_\_\_\_

c) Explain why saving the video in a digital portfolio is important.

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

15. Explain the difference between a professional video camera and a camcorder in terms of functionality and usage. (5 marks)

Professionals video camera	Camcorder

**SECTION C: (25 marks)**

**Answer all questions.**

**16.** You are tasked with filming a 3-minute video documentary: (6 marks)

a) Suggest three camera accessories that will improve the video quality.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

b) Explain how each accessory contributes to the production.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

c) State two OSHA measures that are critical during filming.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**17.** Evaluate the impact of not observing OSHA principles during video production. Provide three points. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**18.** A video camera has stopped working during production due to overheating: (4 marks)

a) Identify two possible causes.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

b) Suggest two preventive measures to avoid this problem in future shoots.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**19.** Learners engaged in a media production activity: (4 marks)



a) Potential hazards present.

b) Two safety measures that should be in place.

i) \_\_\_\_\_

ii) \_\_\_\_\_

c) Accessories being used.

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

d) One technique used to stabilize the camera.

\_\_\_\_\_  
\_\_\_\_\_

**20.** A filmmaker wants to record wildlife videos at dawn: (3 marks)

a) Recommend two accessories to improve stability and image quality.

i) \_\_\_\_\_

ii) \_\_\_\_\_

b) Justify why a field monitor is necessary.

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

**21.** (a) State four features used to compare video recording devices. (4 marks)

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

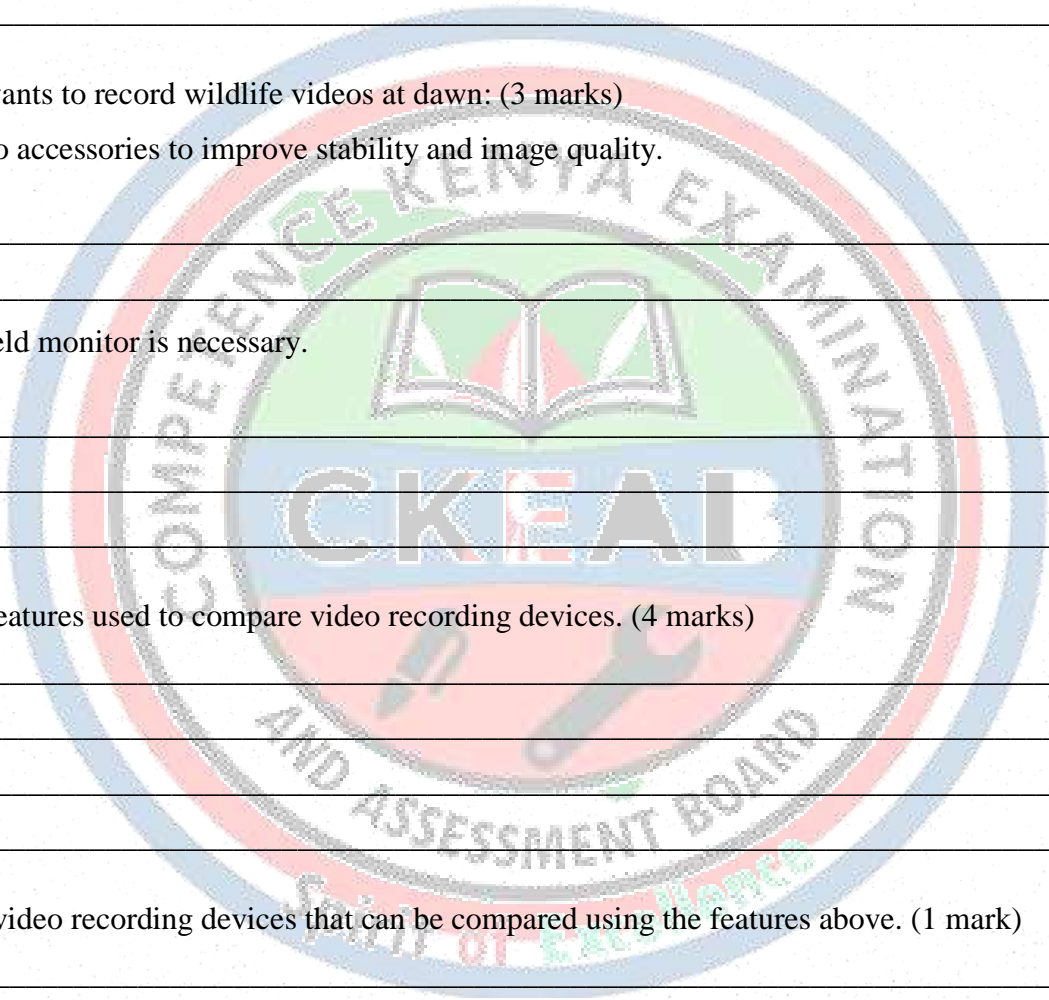
iv) \_\_\_\_\_

(b) Mention three video recording devices that can be compared using the features above. (1 mark)

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_



**AUDIO PRODUCTION**

**SECTION A: (25 marks)**

**Answer all questions.**

**1. Define the following terms: (5 marks)**

a) Audio production

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b) Ambience

---

---

c) Mixer

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---

d) Condenser microphone

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e) Digital portfolio

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**2. Match the types of sound with their description: (5 marks)**

Type of Sound	Description
A) Spoken audio	1) Background sounds that create atmosphere
B) Music	2) Sounds produced by instruments or digitally
C) Ambience	3) Human voice or dialogue

**3. List four accessories used in audio production. (4 marks)**

i) \_\_\_\_\_

ii) \_\_\_\_\_

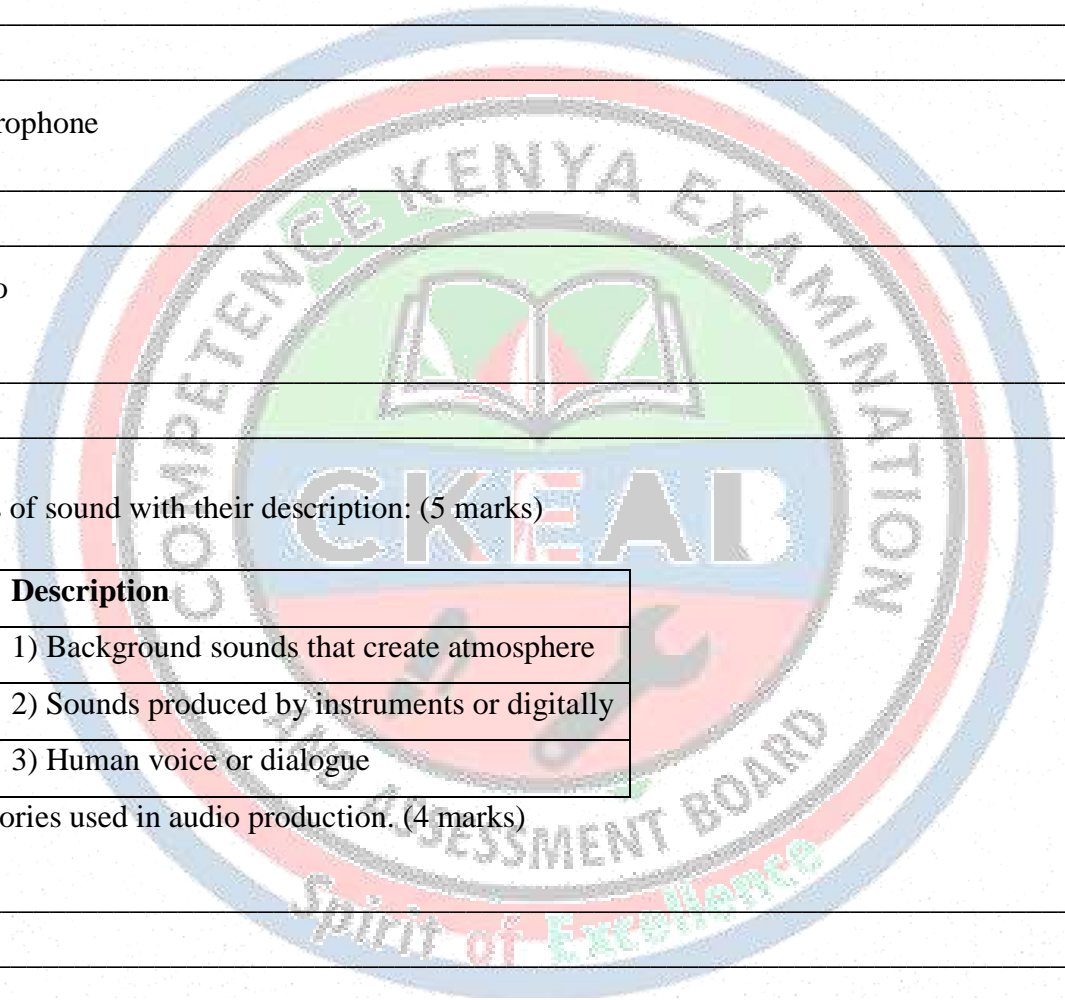
iii) \_\_\_\_\_

iv) \_\_\_\_\_

**4. State two roles of sound in media production. (2 marks)**

i) \_\_\_\_\_

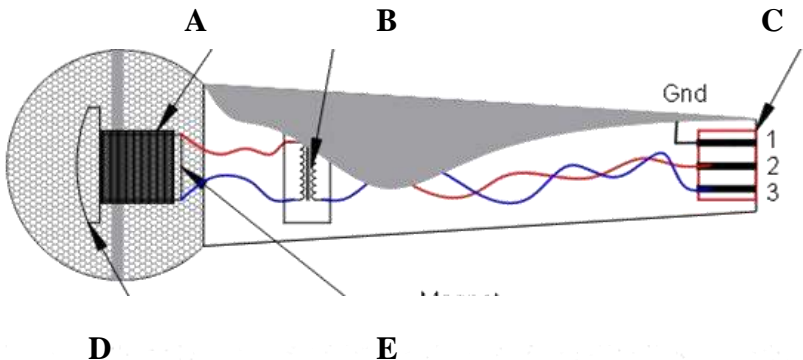
ii) \_\_\_\_\_



5. Identify three pieces of audio production equipment. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

6. Name the following parts of a microphone in the diagram below: (6 marks)



**SECTION B: (50 marks)**

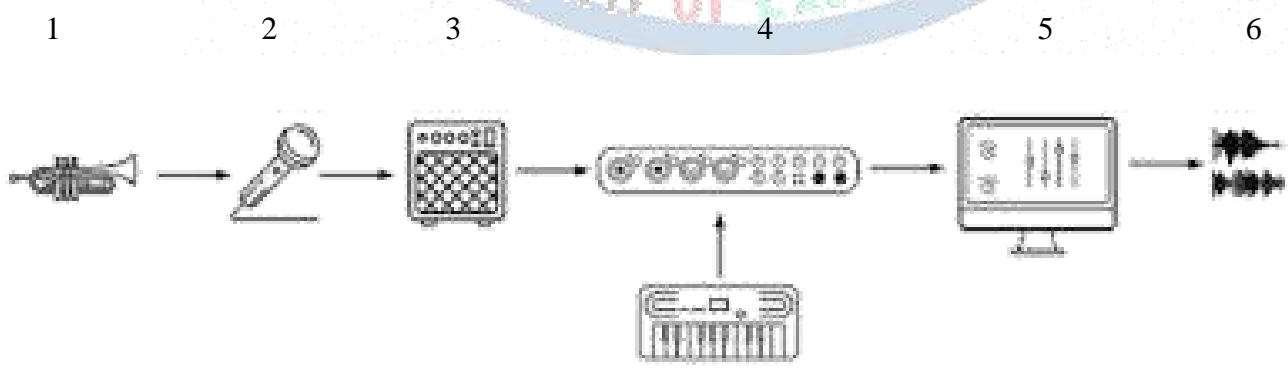
Answer all questions.

7. Explain the functions of the following audio production equipment: (6 marks)

- a) Mixer  
\_\_\_\_\_
- b) Speaker  
\_\_\_\_\_
- c) Headphones  
\_\_\_\_\_

8. Study the diagram of a digital audio workstation setup below and answer the questions: (5 marks)

(Insert diagram with numbered components: computer, mixer, microphone, headphones)



a) Identify component number 4.

---

b) Identify component number 6.

---

c) Suggest one accessory to improve audio capture quality.

---

---

d) Mention one type of sound that can be recorded using this setup.

---

---

e) State one way to save the audio file safely.

---

---

9. Describe the process of audio production: capturing, editing, mixing and mastering, and transmission. (5 marks)

i) \_\_\_\_\_  
ii) \_\_\_\_\_  
iii) \_\_\_\_\_  
iv) \_\_\_\_\_  
v) \_\_\_\_\_

10. Explain the difference between a dynamic and a condenser microphone. (4 marks)

<i>Dynamic microphone</i>	<i>Condenser microphone</i>

11. A student wants to record a 1-minute spoken audio clip: (5 marks)

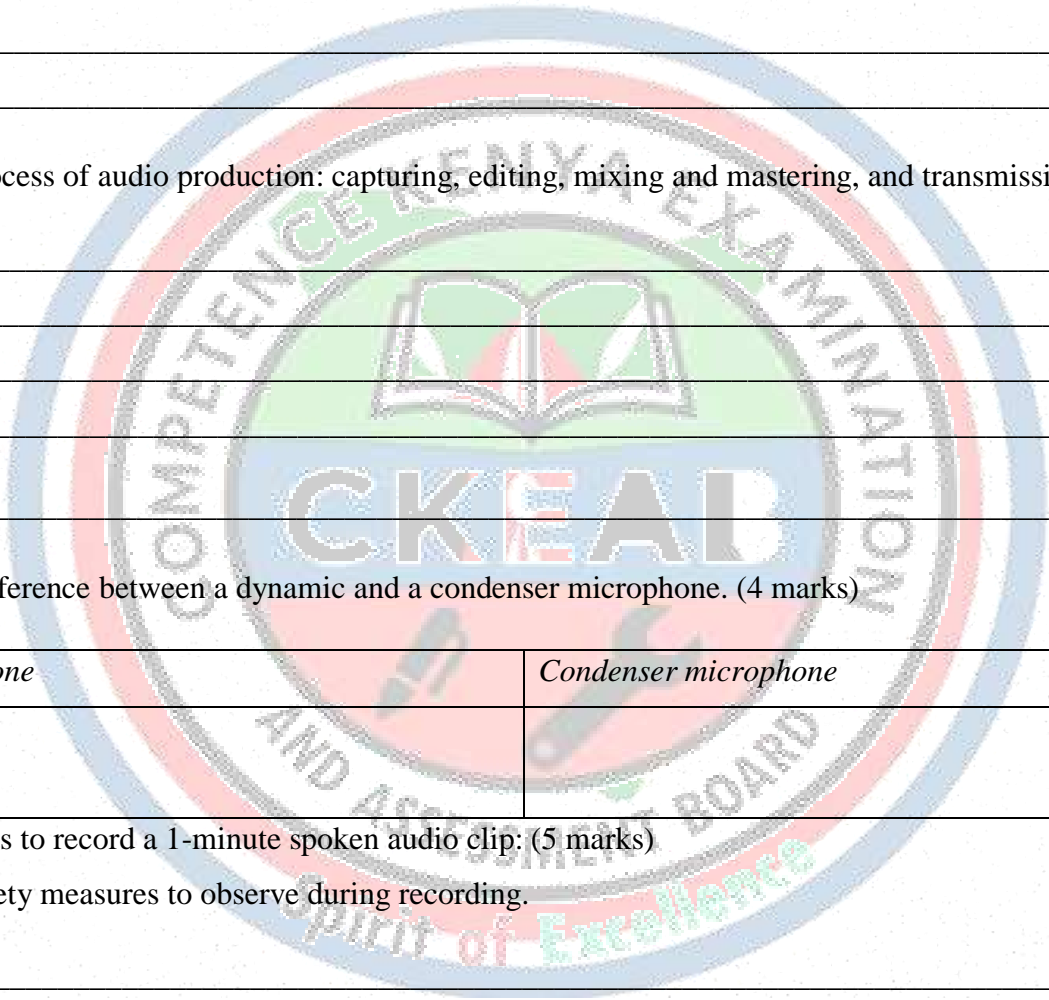
a) Suggest two safety measures to observe during recording.

i) \_\_\_\_\_  
ii) \_\_\_\_\_

b) Mention one accessory that can improve clarity.

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c) Explain why peer review is important.

i) \_\_\_\_\_

ii) \_\_\_\_\_

d) Suggest one storage method for the recording.

i) \_\_\_\_\_

ii) \_\_\_\_\_

e) Identify the type of sound recorded.

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

iv) \_\_\_\_\_

12. Complete the table on audio accessories: (5 marks)

Accessory	Function
Boom pole	
Clip-on	
Windjammer	
Cables	
Headphones	

13. Explain the function of sound in the following scenarios: (5 marks)

a) Communication

\_\_\_\_\_

b) Emotional response

\_\_\_\_\_

c) Entertainment

\_\_\_\_\_

d) Cultural significance

\_\_\_\_\_

e) Digital space

\_\_\_\_\_

14. Describe two ways advancements in media technology are shaping audio production. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

15. Identify two types of audio clips a student can record for practice and explain the difference. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

**SECTION C: (25 marks)**

**Answer all questions.**

16. A student wants to produce a 2-minute ambience sound clip for a short film: (6 marks)

a) Suggest three accessories that will improve recording quality.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

b) Explain how each accessory contributes to the production.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

c) Mention one OSHA or safety consideration during recording.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

17. Evaluate the impact of not using headphones while recording spoken audio. Provide three points. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

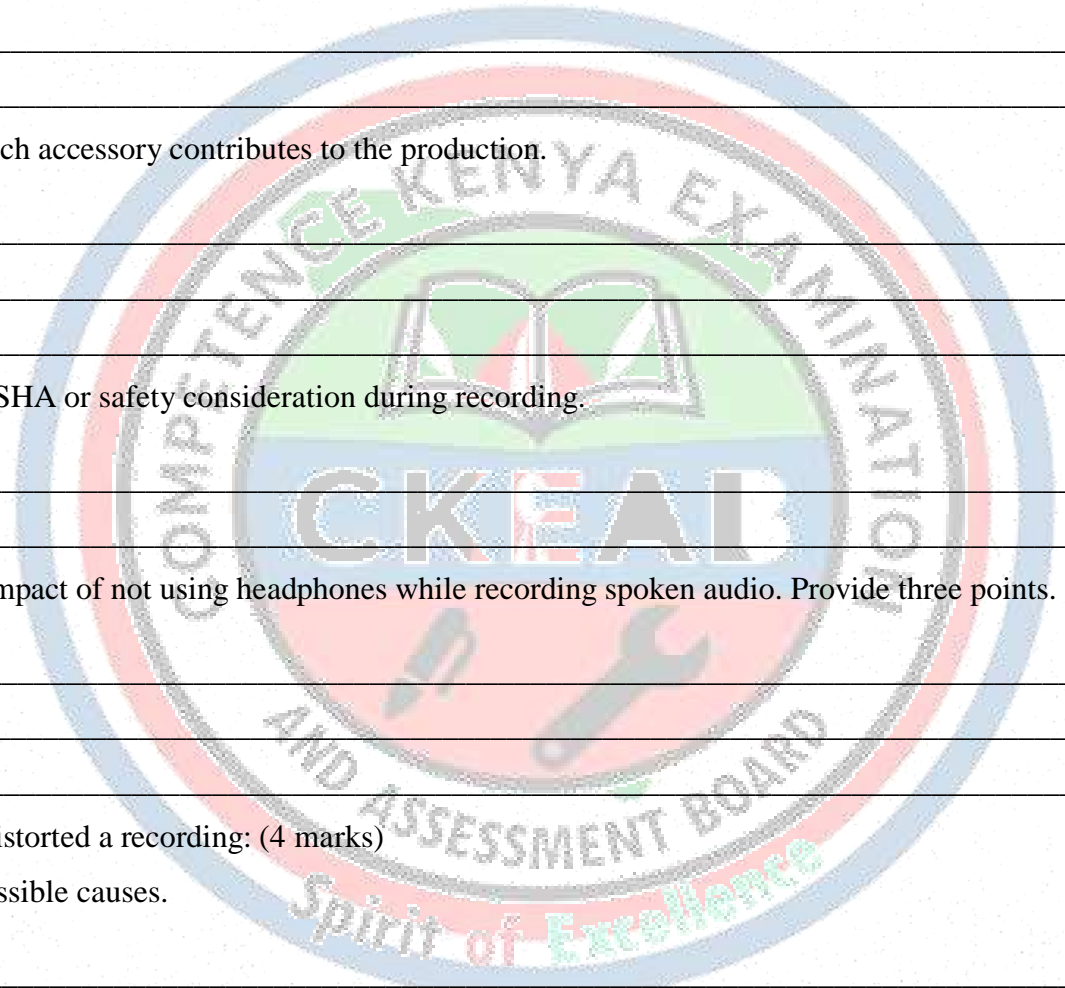
18. A mixer has distorted a recording: (4 marks)

a) Identify two possible causes.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

b) Suggest two corrective actions to fix the distortion.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_



19. Analyze the following audio production setup and identify: (4 marks)



a) Potential hazards present.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

b) Two safety measures to implement.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

c) One accessory being used.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

d) One type of sound being recorded.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

20.

(a) State four features used to compare different types of microphones. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_



(b) Mention three types of microphones that can be compared using the features above. (1 mark)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

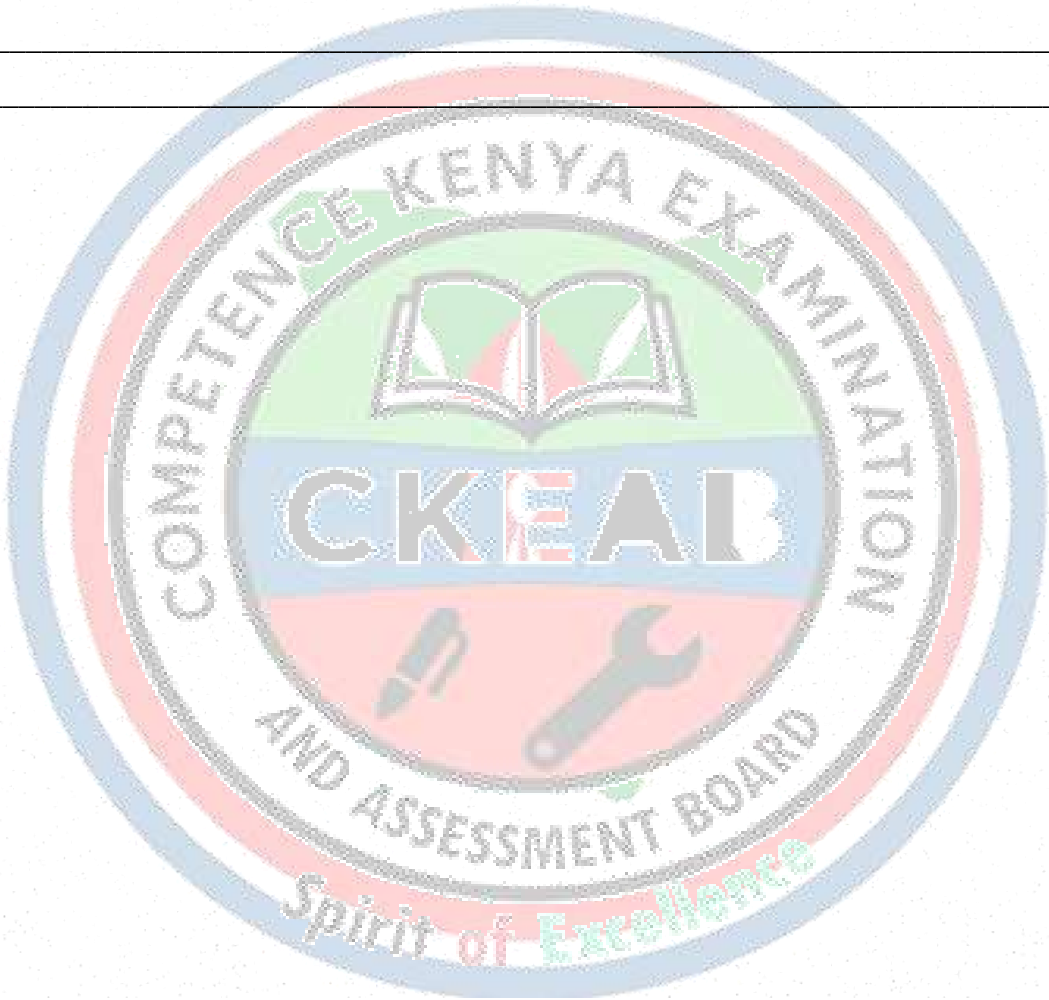
21. A student has recorded spoken audio and ambience clips: (3 marks)

a) Explain how peer review can improve the quality of recordings.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

b) Suggest two ways to store the recordings in a digital portfolio.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_



**MEDIA ENTREPRENEURSHIP**

**SECTION A: (25 marks)**

**Answer all questions.**

**1. Define the following terms: (5 marks)**

a) Media ownership

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b) Private media company

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c) Community media

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d) Media manager

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e) Media entrepreneur

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**2. Match the type of media ownership with its description: (5 marks)**

Type of Ownership	Description
A) Private	1) Owned and managed by the government
B) Community	2) Owned by local people or a specific community
C) Government	3) Owned by individuals or private organizations

**3. List four advantages of private media ownership. (4 marks)**

i) \_\_\_\_\_

ii) \_\_\_\_\_

iii) \_\_\_\_\_

iv) \_\_\_\_\_

**4. State two disadvantages of government-owned media. (2 marks)**

i) \_\_\_\_\_

ii) \_\_\_\_\_

5. Identify three management positions in a media company. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

6. Name the various management positions in a media company (6 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

**SECTION B: (50 marks)**

**Answer all questions.**

7. Explain the importance of management skills in media companies. Give three points. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

8. Match the positions in Column A with the correct role in Column B.

Column A: Position	Column B: Role
1. Manager	A. Plans and controls the budget for the production
2. Producer	B. Reviews contracts and ensures production follows laws
3. Finance Officer	C. Oversees the whole project and supervises staff
4. Editor	D. Promotes the final media product to the audience
5. Marketer	E. Organizes resources and ensures production is completed
6. Legal Advisor	F. Cuts, arranges, and improves video/audio clips

9. Explain the differences between private, community, and government media ownership in Kenya. (5 marks)

Private media	Government media

10. Describe the roles of the following media management positions: (6 marks)

a) Producer

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b) Cinematographer

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c) Art director

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---

d) Editor

---

---

e) Finance officer

---

---

f) Marketer

---

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11. A media entrepreneur wants to start a community radio station: (5 marks)

a) Identify the type of ownership.

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b) Suggest three management positions required.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

c) Mention two advantages of community ownership.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

d) Identify one potential disadvantage.

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---



e) Explain why a legal advisor is important.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

12. Complete the table on advantages and disadvantages of media ownership: (5 marks)

Ownership Type	Advantages	Disadvantages
Private		
Community		
Government		

13. Explain how media entrepreneurs can use portfolios to improve management and organization. (4 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

14. Identify three challenges a media company may face in Kenya and suggest solutions. (5 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

15. Discuss two ways peer presentations on management structures can benefit media students. (2 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_



**SECTION C: (25 marks)**

**Answer all questions.**

**16.** A new private media company is being established in Kenya: (6 marks)

a) Draw a management structure chart for the company.

b) Explain the role of each key position in the chart.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

c) Justify why clear management structures improve company performance.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_
- iv) \_\_\_\_\_

**17.** Evaluate the impact of government-owned media on public opinion. Provide three points. (3 marks)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

**18.** A media company has poor management: (4 marks)

a) Identify two consequences for the company.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_



b) Suggest two strategies to improve management.

i) \_\_\_\_\_

ii) \_\_\_\_\_

19. Analyze the following media company scenario and answer: (4 marks)



a) Identify missing positions.

i) \_\_\_\_\_

ii) \_\_\_\_\_

b) Suggest two ways to ensure all roles are effectively filled.

i) \_\_\_\_\_

ii) \_\_\_\_\_

c) Explain how this affects media product quality.

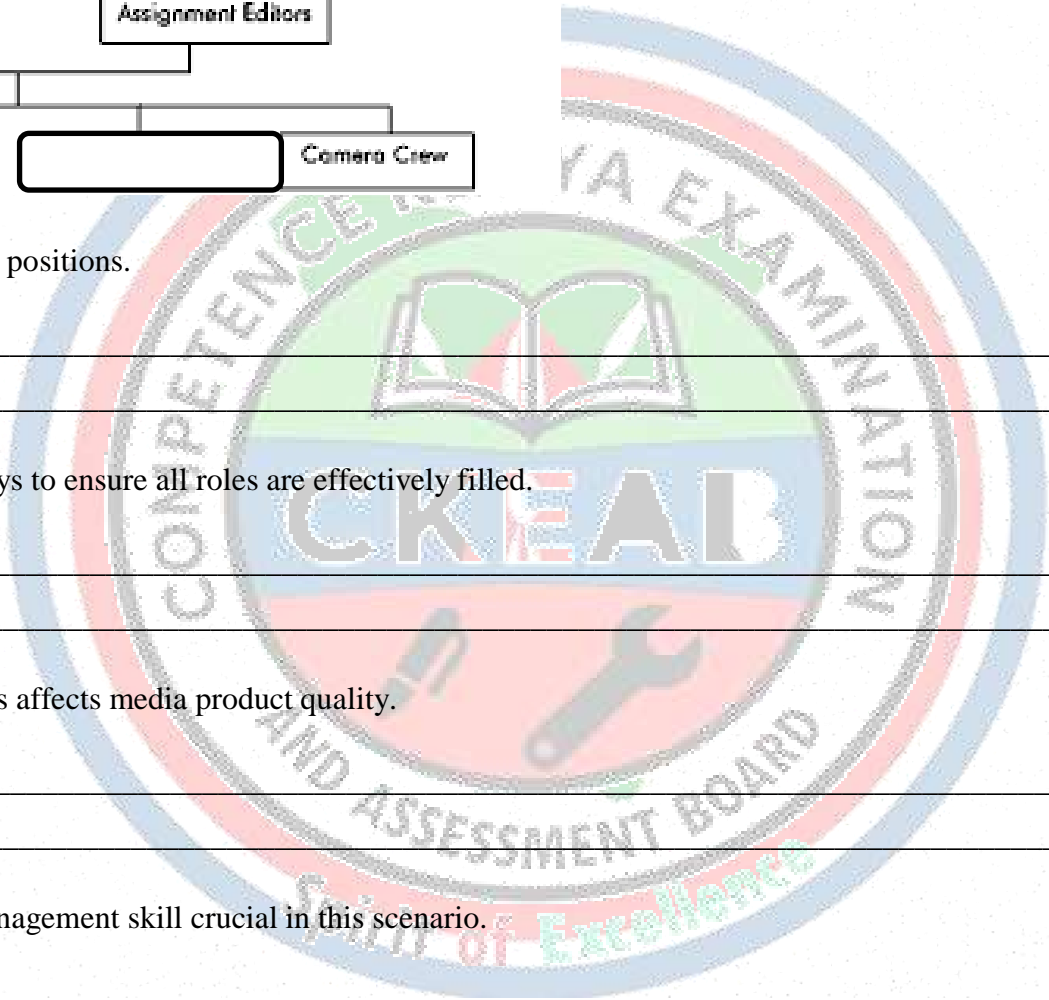
i) \_\_\_\_\_

ii) \_\_\_\_\_

d) Identify one management skill crucial in this scenario.

i) \_\_\_\_\_

ii) \_\_\_\_\_



20. (a) Give differences between community media and government media companies based on: ownership, funding, management control, and target audience. (5 marks)

	<i>Community media</i>	<i>Government media</i>
Ownership		
Funding		
Management		
Target audience		

(b) Mention three types of media companies that can be compared using the features above. (1 mark)

- i) \_\_\_\_\_
- ii) \_\_\_\_\_
- iii) \_\_\_\_\_

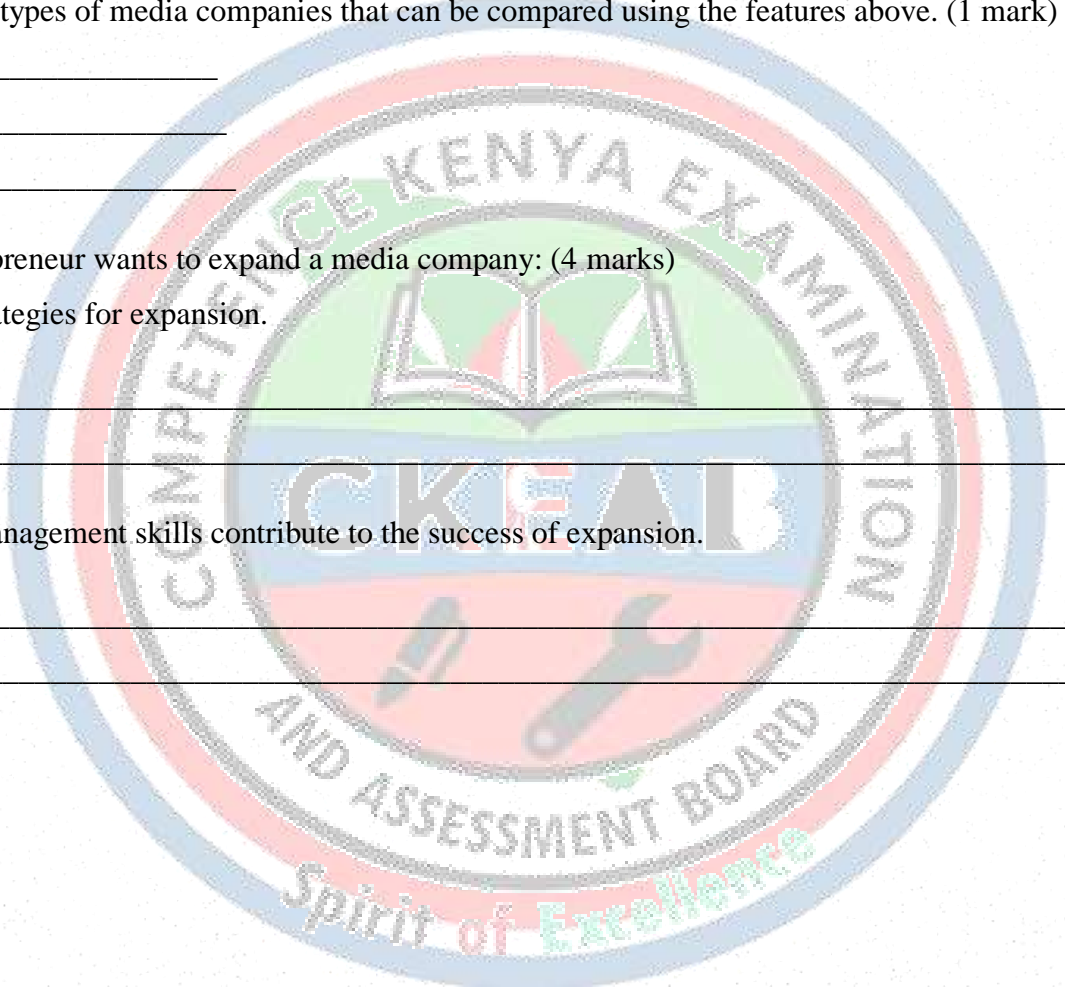
21. A media entrepreneur wants to expand a media company: (4 marks)

a) Suggest two strategies for expansion.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_

b) Explain how management skills contribute to the success of expansion.

- i) \_\_\_\_\_
- ii) \_\_\_\_\_



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