



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**DEPARTMENT OF JOURNALISM AND MEDIA STUDIES**  
**BACHELOR OF SCIENCE (HONS) IN JOURNALISM AND MEDIA STUDIES**  
**INTRODUCTION TO TELEVISION PRODUCTION**  
**IJM 1222**

**Main Examination Paper**

**October 2024**

This question paper contains 2 printed pages

**Time Allowed:** 3 Hours  
**Total Marks:** 100  
**Special Requirements:** None  
**Examiner's Name:** Mr. M.O. Ndlovu  
**External Examiner:** Dr C.M. Lunga

**INSTRUCTIONS**

1. Answer any four questions.
2. Start each answer on a new page.
3. Poor spelling and grammar will be penalized.

**MARK ALLOCATION**

| <b>QUESTION</b> | <b>MARKS</b> |
|-----------------|--------------|
| 1.              | 25           |
| 2.              | 25           |
| 3.              | 25           |
| 4.              | 25           |
| 5.              | 25           |

### QUESTION 1

With the aid of examples, explain the following terms and how they are used in Television Production.

- a. Television Syndication (5 marks)
- b. Above-the-line (3 marks)
- c. Butter-trade advertising (2 marks)
- d. Pre-production (5 marks)
- e. Production (5 marks)
- f. Post-Production (5 marks)

**TOTAL [25 Marks]**

### QUESTION 2

- a. Using lessons learnt during the production of your class television show project, explore the challenges that a television producer can face during pre-production and production stages of a pilot television show creation. (15 marks)
- b. Suggest how you would navigate the challenges on set in (a) above. (10 marks)

**Total [25 Marks]**

### QUESTION 3

With the aid of examples, analyse the migration and development of the TV Broadcast systems in Europe and Africa. [25 Marks]

### QUESTION 4

Identify eight different roles that are found on a television production set, and explore their responsibilities in crafting a television program. [25 Marks]

### QUESTION 5

As a television producer, discuss 8 ways that you could use to monetise your television content. [25 Marks]