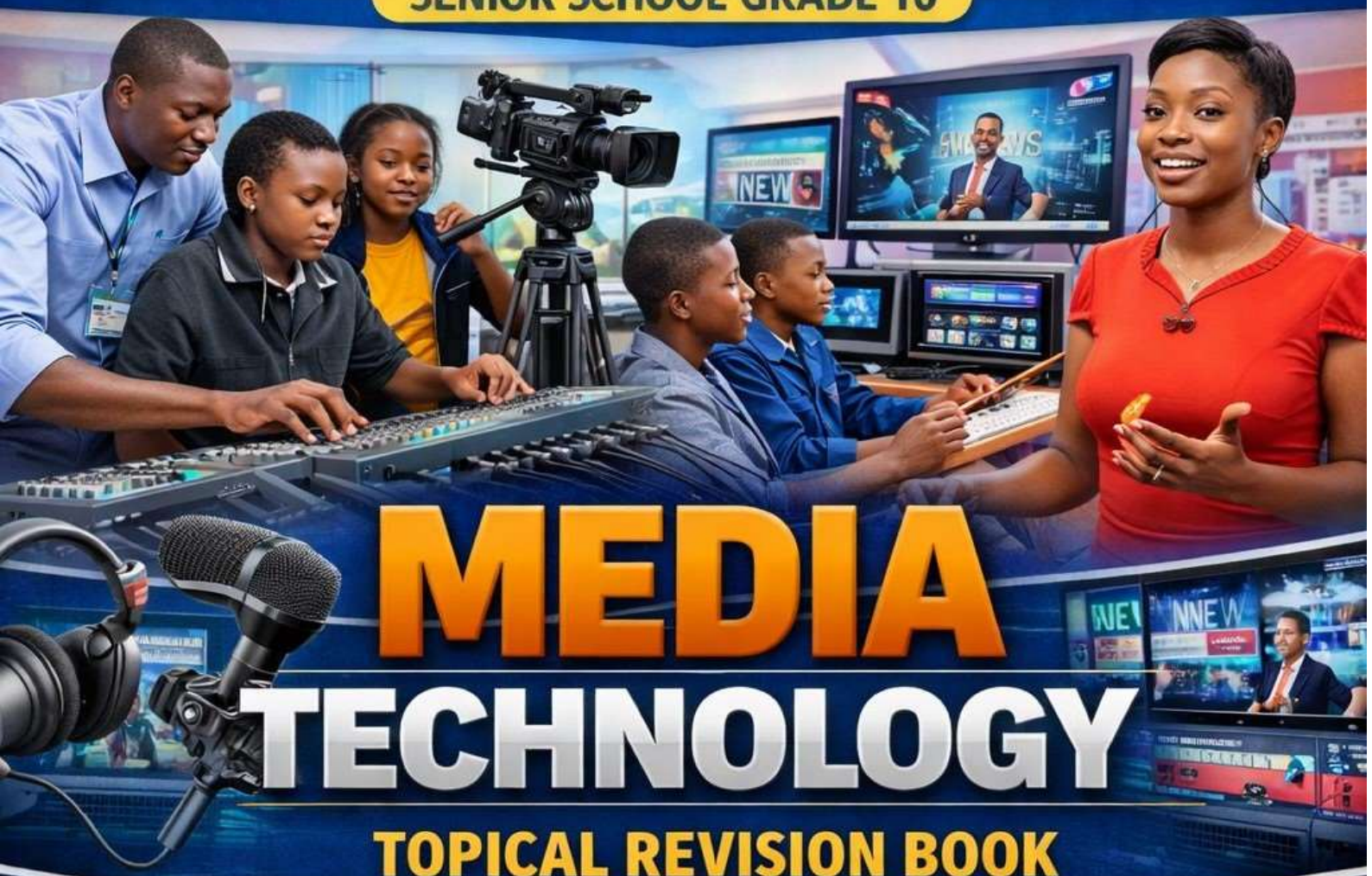
COMPETENCE BASED EDUCATION

SENIOR SCHOOL GRADE 10



MEDIA TECHNOLOGY

TOPICAL REVISION BOOK



AUTHORS: COMPETENCE KENYA EDUCATION GROUP

FOR ANSWERS CALL 0743241064

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STRAND 1.0: MEDIA CONTENT CREATION

SUB-STRAND: MEDIA TECHNOLOGY

SECTION A: (25 MARKS)

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

   _____

   _____

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)

   _____

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

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

TRADITIONAL MEDIA	NEW MEDIA

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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		

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(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)

_____

_____

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)

_____

_____

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

_____

_____

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

i. _____

ii. _____

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

_____

_____

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

_____

_____

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

_____

_____

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

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

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

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

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

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

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

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

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

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)

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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

_____

_____

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)

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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) _____

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MEDIA PRODUCTION PHASE

SECTION A: (25 marks)

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

a) Producer

_____

_____

b) Director

_____

_____

c) Camera personnel

_____

_____

d) Sound personnel

_____

_____

e) Lighting personnel

_____

_____

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)

_____

_____

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)

_____

_____

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)

_____

_____

_____

_____

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.

Column A: System	**Column B: Function**
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

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MEDIA COMPONENTS

SECTION A: (25 marks)

Answer all questions.

1. Define the following terms: (5 marks)

a) Photography

b) DSLR camera

c) Lens

d) Photojournalism

e) Tripod

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)

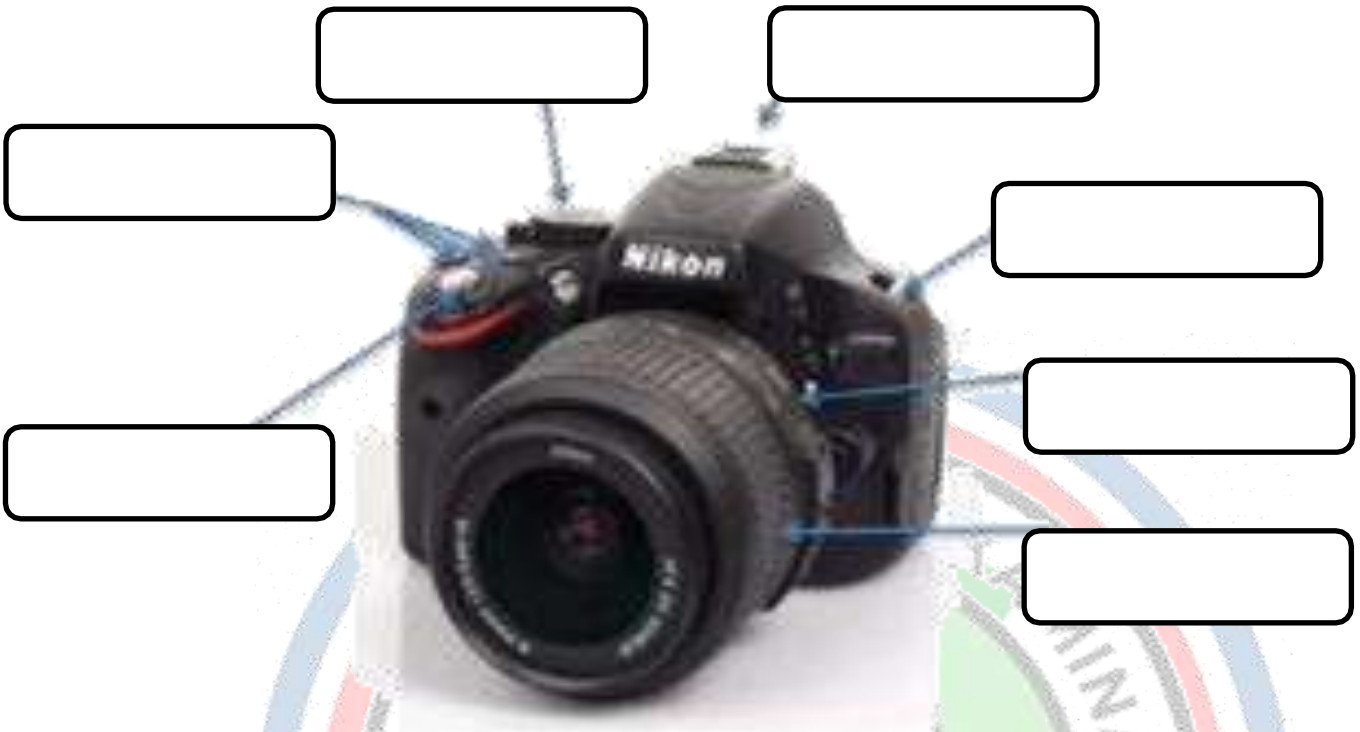
i) _____

ii) _____

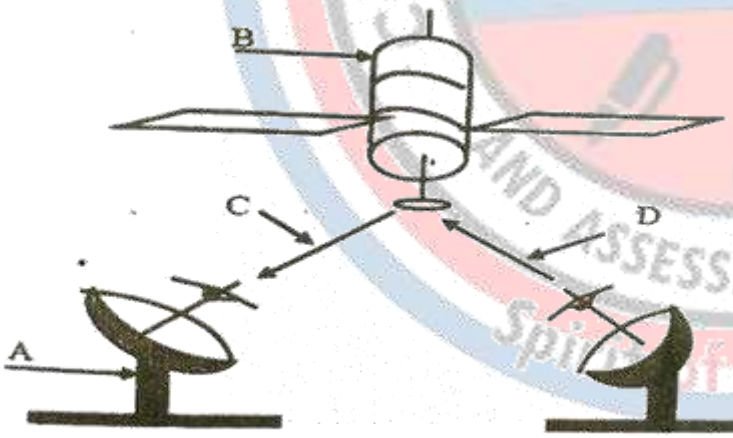
iii) _____

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

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.

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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)

	DSLR cameras	**Mirror less cameras**	**Phone cameras**
Portability			
Price			
Image quality			
Ease of use			

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

_____

_____

b) Digital video production

_____

_____

c) OSHA

_____

_____

d) Lens hood

_____

_____

e) Field monitor

_____

_____

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)



1 **2**

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.

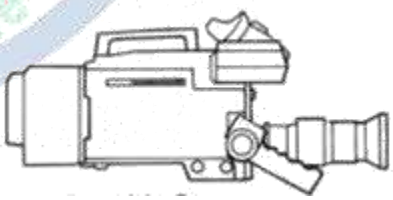
i) _____

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

_____

_____

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.

_____

_____

c) Suggest a method to prevent fire hazards.

_____

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

_____

_____

b) Ambience

_____

_____

c) Mixer

_____

_____

d) Condenser microphone

_____

_____

e) Digital portfolio

_____

_____

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) _____

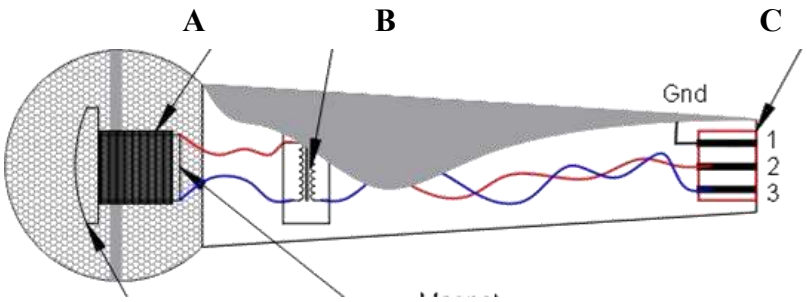
5. Identify three pieces of audio production equipment. (3 marks)

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

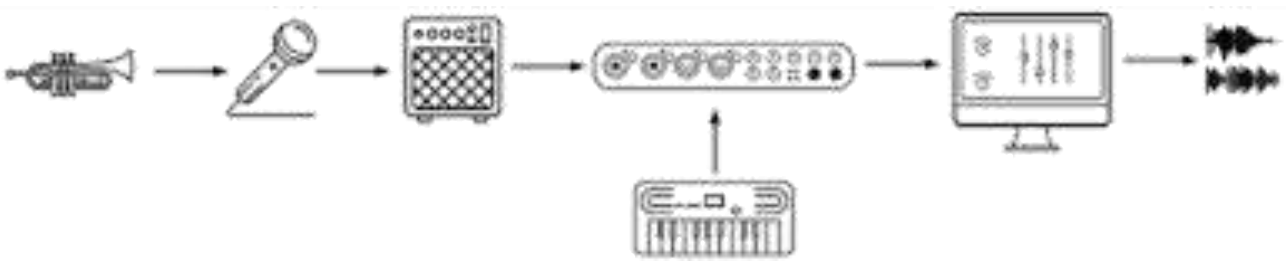
_____

_____

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)

1 2 3 4 5 6



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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)

Dynamic microphone	*Condenser microphone*

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.

_____

_____

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) _____

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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) _____

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(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) _____

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MEDIA ENTREPRENEURSHIP

SECTION A: (25 marks)

Answer all questions.

1. Define the following terms: (5 marks)

a) Media ownership

_____

_____

b) Private media company

_____

_____

c) Community media

_____

_____

d) Media manager

_____

_____

e) Media entrepreneur

_____

_____

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

b) Cinematographer

c) Art director

d) Editor

e) Finance officer

f) Marketer

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

a) Identify the type of ownership.

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) _____

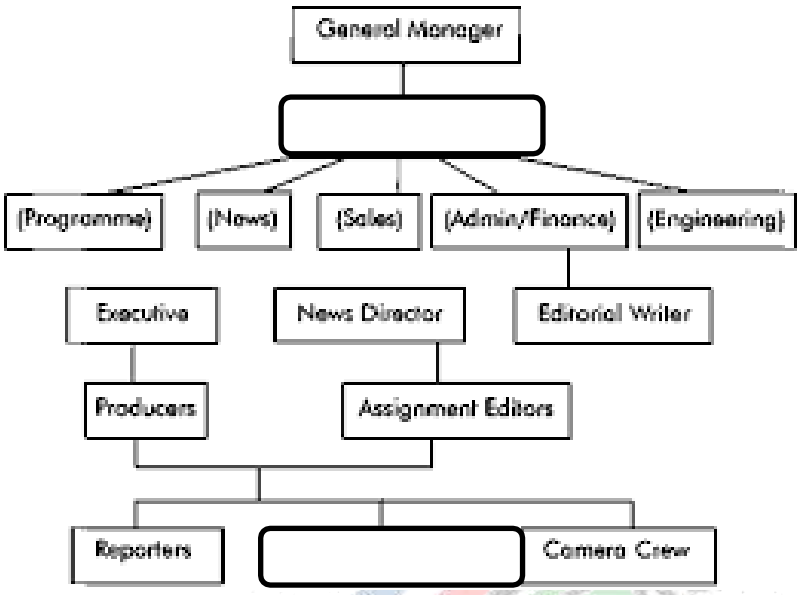
ii) _____

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)

	Community media	*Government media*
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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