Myfuture CBC Revision

media technology - Grade 10

Question Paper

1. Why are intellectual property rights important for media entrepreneurs?

A. They force all media content to be shared for free

B. They only apply to government documents

C. They allow anyone to copy content without consequence

D. They protect creative work like articles, music and videos from being copied without

2. When photographing a group of people, what should you check before pressing the shutter?

A. That the camera is set to video mode

B. Everyone's eyes are open and no one is blocked

C. That the camera's lens cap is on

D. That the ISO is at maximum regardless of light

3. Which orientation is better for capturing tall buildings in Nairobi from ground level?

A. Portrait orientation

B. Square orientation

C. Panorama orientation

D. Landscape orientation

4. What does equalization (EQ) do in an audio mix?

A. Boosts or cuts specific frequency bands to shape the tone of a sound
B. Increases the overall volume level of a track

C. Converts mono tracks into stereo

D. Adds echo and ambience to a track

5. What is a media entrepreneur?

A. A government official who controls all media content in the country
B. A person who starts and runs media businesses like radio stations, online news sites
C. A technician who fixes broadcasting equipment but does not create content
D. A journalist who only writes stories and does not care about business

6. What does a compressor do to an audio signal?

A. Reduces the dynamic range by turning down loud parts

B. Converts audio to text

C. Separates left and right channels

D. Removes all high frequencies

7. What is the main advantage of using a tripod when shooting video?

A. It guarantees better acting from participants

B. It increases the camera's battery life automatically

C. It stabilises the camera to prevent shaky footage

D. It improves the camera's audio quality

8. What is the main purpose of audio production in media technology?

A. To translate scripts into other languages

B. To invent new musical instruments

C. To create, record and prepare sound for broadcasts, video and music
D. To design printed posters and flyers for events

9. Which camera setting controls how long the sensor is exposed to light?

A. White balance (colour correction)

B. Shutter speed (duration the shutter is open)

C. ISO (sensor sensitivity)

D. Aperture (lens opening size)

10. Which file format is commonly used for high-quality video editing and playback on many computers?

A. JPG

B. MP3

C. MOV

D. PDF

11. Which action is considered copyright infringement when creating media content?

A. Writing an original script

B. Asking permission before using someone else's work

C. Making your own photos and videos

D. Using a song in a video without permission or a licence

12. What is the main purpose of a pop filter when recording vocals?

A. To reduce plosive sounds (p, b) that cause bursts of low-frequency energy

B. To amplify the singer's voice

C. To convert the microphone output to digital

D. To change the pitch of the vocals

13. What does an 'alpha channel' represent in video files?

A. Transparency information for pixels (which areas are see-through)

B. An extra audio track for the narrator

C. A copy of the colour grade

D. The file's subtitle stream

14. Which of the following is an example of public media ownership in Kenya?

A. A small private online news site run by a family

B. An international media company that owns Kenyan newspapers

C. Kenya Broadcasting Corporation (KBC)

D. A community radio owned by local villagers

15. Which software is commonly used for editing audio and is free to use in schools?

A. Safari

B. Audacity

C. Microsoft Excel

D. Paintbrush

16. What document gives permission to film scenes involving minors or child actors?

A. Parental or guardian consent form (and any required permits) giving permission and

B. A licence to operate cameras

C. A completed storyboard

D. A normal location release for public areas

17. Which file format is commonly used for small files suitable for sharing online but with some loss of quality?

A. JPEG

B. TIFF

C. RAW

D. DNG

18. How does stereo differ from mono audio?

A. Stereo reduces file size compared to mono

B. Stereo uses two channels to create left-right spatial imaging; mono uses a single channel

C. Stereo is only used for music and never for speech

D. Stereo always has more bass than mono

19. Which bit depth is standard for CD audio and affects dynamic range?

A. 4-bit

B. 1-bit

C. 8-bit

D. 16-bit

20. What should be included in a simple media business plan for a new radio station?

A. A long list of staff holidays

B. Only the station's playlist

C. Target audience, revenue sources, and basic budget

D. A diary of daily weather

21. What is the purpose of using a reflector during a portrait session?

A. To make the subject move slower

B. To change the focal length of the lens

C. To increase the camera's megapixels

D. To bounce light onto the subject and fill in shadows

22. What does cross-media ownership mean?

A. A media group hires foreign journalists only

B. An owner controls more than one type of media, like TV and newspapers

C. A radio station switching to online streaming

D. A station only plays one type of music

23. What does 'panning' control in an audio mix?

A. The placement of sounds in the stereo left-right field

B. The sample rate of a file

C. The amount of high-frequency boost from an EQ

D. The speed of the vocal track

24. Which lighting setup is best to avoid harsh shadows on a subject's face during an interview?

A. Place strong light directly behind the subject

B. Only use a single, bare light bulb from above

C. Rely solely on the camera's flash

D. Use soft, diffused front lighting and fill lights

25. What bit depth does standard CD-quality audio use?

A. 8-bit

B. 16-bit

C. 24-bit

D. 32-bit float

26. Which Kenyan institution handles complaints and standards for journalists?

A. Kenya Revenue Authority

B. Media Council of Kenya

C. Central Bank of Kenya

D. Ministry of Education

27. Which composition tool leads the viewer's eye through an image using visual paths?

A. High ISO noise

B. Leading lines

C. Vignetting

D. Chromatic aberration

28. What does the term 'bokeh' describe in photography?

A. The process of compressing images for the web

B. A technique for measuring exposure using the histogram

C. The quality and appearance of out-of-focus areas, especially highlights

D. A camera mode that only shoots black-and-white images

29. How is a panoramic image usually created in-camera or during editing?

A. By reducing the image resolution to a smaller size

B. By increasing the camera's ISO to maximum

C. By cropping a single photo to a tall vertical size

D. By taking several overlapping images while rotating the camera and stitching them

30. Which camera setting mainly controls how much light reaches the sensor by changing how long it is exposed?

A. Aperture (f-stop)

B. ISO

C. White balance

D. Shutter speed

31. What is 'compression' in digital media files?

A. Changing the author name in metadata

B. Physically squeezing a hard drive to make it smaller

C. Adding more colours to an image

D. Reducing file size by removing or encoding data more efficiently

32. What does panning control in a stereo mix?

A. The total loudness of the mix

B. The high-frequency content of a sound

C. Placement of a sound between the left and right speakers

D. The perceived distance of a sound from the listener

33. What does the histogram on a camera display show?

A. Lens focal length

B. Distribution of tones from dark to bright

C. The camera's battery percentage

D. Available memory card space

34. Which microphone is best for recording a single person's interview on location in a noisy environment?

A. A lavalier microphone clipped to the interviewee

B. A built-in camera microphone placed far from the subject

C. A stereo condenser placed on a table

D. A contact microphone attached to clothing

35. How does focal length affect a photo?

A. Shorter focal lengths (e.g., 18mm) make subjects farther away appear larger

B. Focal length changes the camera's ISO automatically

C. Longer focal lengths (e.g., 200mm) give a narrower field of view and greater

D. Focal length controls the amount of image compression in a JPEG

36. Which export codec is widely used for uploading good-quality video to the internet and many TV platforms?

A. TXT

B. BMP

C. GIF

D. H.264

37. What are timeline markers used for in editing?

A. To mark important points in the timeline such as edit points, sync points or notes for

B. To convert video into audio

C. To permanently delete sections of video from the original file

D. To change the frame rate of the clip automatically

38. In digital audio, what does sample rate describe?

A. The number of bits used for each sample

B. The number of samples captured per second

C. The number of audio channels

D. The file compression ratio

39. How does increasing video bitrate affect the exported file?

A. It generally increases video quality and also increases file size

B. It changes the video aspect ratio

C. It adds subtitles automatically

D. It always makes the file play on slower phones

40. What is 'Foley' in audio production?

A. The process of creating and recording realistic sound effects like footsteps and doors

B. A brand of microphone

C. A wireless transmission protocol

D. A mastering technique for loudness

41. What does white balance control in a photograph?

A. How sharp the image is

B. How much of the scene is in focus

C. Colour temperature to make whites look neutral under different lighting

D. The camera's shutter speed

42. What does editorial independence mean in media management?

A. Owners always deciding every news story before publication

B. Employees being allowed to edit each other's social media posts freely

C. Journalists avoiding reporting any facts that upset anyone

D. Editors can make content decisions without undue influence from owners, advertisers or

43. What is 'media technology' primarily concerned with in the context of media content creation?

A. The tools and processes used to produce, distribute and consume media content

B. The sale and pricing of printed newspapers only

C. The study of ancient languages used in media

D. Only the artistic style of a television programme

44. Which three elements make up a three-point lighting setup?

A. LED panel, reflector and shotgun mic

B. Softbox, hard light and diffusion cloth

C. Sunlight, moonlight and strobe

D. Key light, fill light, and back (rim) light

45. Which platform is commonly used by Kenyan teens to share short video content?

A. TikTok

B. Shortwave radio

C. Fax machines

D. Printed newsletters

46. Which type of microphone commonly needs phantom power (48V) to operate?

A. Ribbon microphone without active electronics

B. Condenser microphone

C. Contact microphone

D. Dynamic microphone

47. What is a LUT (Look-Up Table) in colour work?

A. A preset that remaps colours to create a consistent look across clips

B. An audio filter to remove background noise

C. A type of transition between clips

D. A file that contains subtitles for a video

48. When creating content for a Kenyan teenage audience, why is identifying the target audience important?

A. It ensures the content costs nothing to produce

B. It guarantees the content will go viral

C. It removes the need for copyright permissions

D. It helps choose relevant topics, tone and distribution channels

49. What does the term 'gain staging' mean in audio production?

A. Converting stereo to mono

B. Adjusting levels at each stage in the signal chain to avoid noise or distortion

C. Setting the sample rate and bit depth

D. Applying reverb to vocals in stages

50. What does a station manager usually do in a radio station?

A. Operate only the mixing desk during shows

B. Write all the news stories alone

C. Only sweep the floors

D. Oversee daily operations, staff schedules and compliance with rules