



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***  
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION  
(CMAC II, YI, SII)

**BMC 1111: PUBLICATION**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **TWO** Sections A & B.
- Section A is **Compulsory**.
- Answer any other **TWO** questions in Section B.

*This paper consists of Two printed pages.*

## SECTION A (Compulsory)

### QUESTION 1

- a) Define
  - i) Newsprint (2 marks)
  - ii) Scholarly journal (2 marks)
  - iii) Circulation (2 marks)
  - iv) Magazine (2 marks)
  - v) Tabloid (2 marks)
- b) Explain the difference between circulation and readership. (6 marks)
- c) Name **FOUR** functions of picture in a publication. (4 marks)
- d) Name any **SIX** differences between a newspaper and a magazine. (6 marks)
- e) Name **FOUR** types of printing processes. (4 marks)

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Explain atleast **FIVE** functions of Editor-in-Chief. (10 marks)
- b) Describe the key stages involved in production of a publication from conception point to the point it reaches the reader. (10 marks)

### QUESTION 3

- a) Outline the main features of the following:
  - i) Letterpress (5 marks)
  - ii) Photogravure (5 marks)
- b) Explain **FIVE** main factors one needs to consider before starting a new publication. (10 marks)

### QUESTION 4

- a) Explain **SIX** functions of a newspaper in the society. (10 marks)
- b) Briefly describe **FIVE** criteria of selecting a newsworth story. (10 marks)

### QUESTION 5

- a) Describe **FIVE** purposes of design in a publication. (10 marks)
- b) Explain the **TWO** main sources of revenue in a publication. (4 marks)
- c) Explain any **SIX** roles of a copy editor. (6 marks)