



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION  
(YII, SI)

**BMC 4312: DESIGN LAYOUT & PRODUCTION**

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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Explain the importance of the “**MACKRACKER’S**” during industrialization. **(5 marks)**
- b) Describe the importance of News Magazines during the World War I. **(5 marks)**
- c) Differentiate magazine layout from Newspaper layout. **(5 marks)**

## QUESTION 2

- a) Illustrate the influence of The National Geographic Design layout. **(5 marks)**
- b) Describe the “Will” that empowered magazines to find an audience. **(5 marks)**
- c) “Daniel Defore was a famous book author; of a book that was read by many young people” explain. **(5 marks)**

## SECTION B (Answer any Two Questions)

### QUESTION 3

Describe in sequence the production of a magazine or Newspaper design. **(20 marks)**

### QUESTION 4

Discuss the expenses and contribution advertisement has on new magazines and periodicals. **(20 marks)**

### QUESTION 5

Discuss the importance of a “Gate Keeper” in design layout production. **(20 marks)**