



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
(YIV, SI)

BMC 4402: MAGAZINE & BOOK 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

SECTION A (Compulsory)

QUESTION 1

- a) Define a magazine. **(2 marks)**
- b) Explain **THREE** factors to consider when developing a magazine. **(6 marks)**
- c) Highlight **THREE** differences between entertainment and professional magazines. **(6 marks)**
- d) Elaborate **THREE** importances of an organizational structure in the magazine industry. **(6 marks)**
- e) Explain **THREE** roles of a magazine as a communication medium. **(6 marks)**
- f) Highlight **TWO** characteristics of magazines during its history and development. **(4 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

Assume that you are the editor of parents magazine. Giving relevant examples, discuss **FIVE** ethical challenges that you would experience in your job. Explain how you would overcome them. **(20 marks)**

QUESTION 3

The structure of a magazine plays an important role in determining its appeal to the target audience. Giving relevant examples, discuss **FIVE** roles of a graphic designer in magazine production.

(20 marks)

QUESTION 4

a) Identify a magazine of your choice. Describe the process of developing a dummy for the magazines before final publication. **(10 marks)**

b) Describe **FIVE** types of designs you can use when designing the layout of a magazine. **(10 marks)**

QUESTION 5

Your magazine focuses on various topics. Identify **FIVE** segments of audiences. Giving relevant examples, discuss how each would benefit from reading the information in your magazine.

(20 marks)