



**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 4406: PRINT MEDIA OPERATIONS**

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 any **SIX** reasons for the decline of Newspapers as a form of print media. **(6 marks)**
- b) Describe any **THREE** types of advertising that dominate the print media industry. **(6 marks)**
- c) Explain the term Tabloidization with reference to print media. **(3 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

- a) Describe any **THREE** forms of ownership in the print media industry. **(6 marks)**
- b) Explain any **SIX** forms of employment contracts commonly used in the print based media industries. **(6 marks)**
- c) Distinguish between outsourcing and subcontracting in print media industries. **(3 marks)**

**QUESTION 3**

- a) Draw the organizational structure of a print based media organization. **(10 marks)**
- b) Describe the job descriptions or roles of the relative officers mentioned in the structure above. **(10 marks)**

**QUESTION 4**

Discuss some of the legal ethical and professional obligations in the print based media industries.

**(20 marks)**

**QUESTION 5**

- a) Explain **FIVE** sources of income and **FIVE** sources of expenditure in the print media industry. **(10 marks)**
- b) Discuss the impact of new technology and its effects on the print media industry. **(10 marks)**