



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC I, YI, SI)

BMC 2103: INTRODUCTION TO PRINT MEDIA

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 the following terms:
- i) Scoop (2 marks)
 - ii) Newspaper (2 marks)
 - iii) Splash. (2 marks)
 - iv) Newslater (2 marks)
 - v) Maste head (2 marks)
- b) Advance **FIVE** reasons why the newspapers are still preferred media for advertising. (5 marks)
- c) State any **FIVE** print media. (5 marks)
- d) Explain **FIVE** characteristics of a true newspaper. (5 marks)
- e) Describe the following systems of writing:
- i) Hieroglyphys (1 mark)
 - ii) Quipu (1 mark)
 - iii) Manu scripti (1 mark)
 - iv) Carantos (1 mark)
 - v) Kenya Gazette (1 mark)

SECTION B (Answer any TWO questions)

QUESTION 2

Trace the history of ‘the magazine’.

(20 marks)

QUESTION 3

Describe the **FOUR** elements that are necessary for all printing processes.

(20 marks)

QUESTION 4

Discuss the role of the newspapers in the society.

(20 marks)

QUESTION 5

Discuss the political and constitution factors which has hitherto contributed to slow growth of the newspaper industry in Kenya.

(20 marks)