



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

CERTIFICATE IN MASS COMMUNICATION
(CMAC I)

BMC 1101: INTRODUCTION TO PRINT MEDIA

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) Identify **FIVE** qualities of a good print media reporter. (5 marks)
- b) Mention **FIVE** threats faced by early newspapers in Kenya. (5 marks)
- c) Give **FIVE** functions of print media. (5 marks)
- d) Name **FIVE** media regulations in Kenya. (5 marks)
- e) Identify **FIVE** advantages of print media over broadcast. (5 marks)
- f) Mention any **FIVE** features of a magazine. (5 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Briefly explain the history of development of the following prints.

- a) Nation newspaper. (10 marks)
- b) Standard newspaper. (10 marks)

QUESTION 3

- a) Explain **FIVE** concentration of yellow journals to print media. (10 marks)
- b) Explain **FIVE** forms of communication used before the invention of print media. (10 marks)

QUESTION 4

Giving relevant examples, discuss any **FIVE** contribution of Gutenbung in the history of printing.

(20 marks)

QUESTION 5

- a) Explain **FIVE** news values. (10 marks)
- b) Explain **FIVE** important of studying print media as a journalist student. (10 marks)