



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

CERTIFICATE IN MASS COMMUNICATION
(CMAC II)

BMC 1111: PUBLICATION

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following:
 - i) Newspaper (2 marks)
 - ii) Magazine (2 marks)
 - iii) Content (2 marks)
 - iv) Design (2marks)
- b) Explain a 4-colour printing process. (6 marks)
- c) Name **FOUR** types of printing processes. (4 marks)
- d) Explain the **TWO** main source of revenue in a publication. (4 marks)
- e) Distinguish between a Tabloid and broadsheet. (4 marks)
- f) Highlight any **TWO** functions of a newsletter. (4 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain **FIVE** factors that could be behind the source of the Daily Nation which remains the most widely read since 1975. (10 marks)
- b) Describe the key stages involved in the production of a publication from the point of idea to the point it reaches the readers. (10 marks)

QUESTION 3

- a) Outline **FIVE** characteristic of a scholarly journal. (5 marks)
- b) Explain the cost factor in publication planning. (6 marks)
- c) Suggest **FIVE** ways in which you could promote your publication in the market. (5 marks)
- d) Name **FOUR** element that the front page of your Newspaper must contain. (4 marks)

QUESTION 4

- a) State **FIVE** possible source of pictures for your publication. (5 marks)
- b) Outline **FIVE** key positions of responsibilities in a magazine and the works of each. (10 marks)
- c) State **FIVE** qualities of a print journalist. (5 marks)

QUESTION 5

Outline the main features of the following processes;

a) Offset lithographic process.

(10 marks)

b) Flexographic process.

(10 marks)