



**TECHNICAL UNIVERSITY OF MOMBASA**  
***School of Humanities & Social Sciences***

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN  
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**BMC 4402: MAGAZINE AND BOOK PRODUCTION**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES: JUNE/JULY 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) Define a magazine. **(2 marks)**
- b) Explain **THREE** factors to consider when determining the pictures to be used in a magazine. **(6 marks)**
- c) Elaborate **TWO** types of a magazine. **(4 marks)**
- d) Explain **THREE** qualities of a good sub-editor. **(6 marks)**
- e) Highlight **THREE** roles of a magazine as a medium of communication. **(6 marks)**
- f) Mention **THREE** characteristics of a magazine layout design. **(6 marks)**

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

**QUESTION 2**

Assume that you are the editor of True Love magazine. You are developing the December 2014 issue.

- a) Discuss the process of developing text and picture in the magazine. **(10 marks)**
- b) Explain **FIVE** roles the editor plays in a book or magazine production process. **(10 marks)**

**QUESTION 3**

- a) Explain **FIVE** types of magazines and explain **FIVE** functions of each. **(10 marks)**
- b) Describe **FIVE** factors to consider when developing feature stories to be published in a magazine. **(10 marks)**

**QUESTION 4**

- a) Discuss **FIVE** types of stories or articles published in a magazine. **(10 marks)**
- b) Assume that you are invited to Technical University of Mombasa to give a talk to students pursuing mass communication about magazine production. Discuss **FIVE** advantages and **FIVE** disadvantages of using magazines as communication mediums. **(10 marks)**

**QUESTION 5**

Describe **FIVE** elements of design used in:

- a) Magazine production. **(10 marks)**
- b) Explain **TWO** ways in which you can avoid pictures from exceeding margins and **THREE** ways of editing pictures in a magazine. **(10 marks)**