



TECHNICAL UNIVERSITY OF MOMBASA
School of Humanities & Social Studies
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YIV, SI)

BMC 4406: PRINT MEDIA OPERATIONS

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*
-

SECTION A (Compulsory)

QUESTION 1

- a) Explain any **THREE** forms of print media by categorizing them into special groups. **(6 marks)**
- b) Give **SIX** reasons for growing tabloidization of the Newspaper. **(6 marks)**
- c) State **THREE** negative effects of concentration of print media industries in the hands of multinational corporations. **(3 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Explain any **SIX** roles of the editorial board in a newspaper organizational structure. **(6 marks)**
- b) Distinguish between franchising and subcontracting in print media. **(6 marks)**

QUESTION 3

There is widespread concern that newspapers face an uncertain future, and many fear a long term decline. In your opinion what should be done to reverse this trend. **(20 marks)**

QUESTION 4

Discuss the reasons for the falling print media sales in Kenya. **(20 marks)**

QUESTION 5

Discuss the impact of new technology and its effects on the print media industry in Kenya. Use examples when discussing. **(20 marks)**