



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

CERTIFICATE IN MASS COMMUNICATION
(CMAC II, YI, SII)

BMC 1111: PUBLICATION

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define
- i) Pamphlet (2 marks)
 - ii) Letter press (2 marks)
 - iii) Scholarly journal (2 marks)
 - iv) Content (2 marks)
- b) Explain the difference between a scholarly journal and a magazine. (6 marks)
- c) List **SIX** qualities of a good reporter. (6 marks)
- d) Name **FOUR** basic of a good newspaper design. (4 marks)
- e) Using illustration explain the hierarchy of a publication house and give their roles. (6 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Describe the main features of the following printing processes.

- Flexographs (10 marks)
- Offset lithographic (10 marks)

QUESTION 3

- a) Explain the difference between a Tabloid and Broadsheet. (6 marks)
- b) State **SIX** qualities of a good design and layout. (6 marks)
- c) Explain the main function at a desk editor. (6 marks)
- d) Define captions. (2 marks)

QUESTION 4

- a) Explain **FIVE** main factors you need to consider when starting a new publications. (10 marks)
- b) Distinguish between informing roles and educating role of a print media. (10 marks)

QUESTION 5

- a) Explain a **FOUR** colour printing process. **(6 marks)**
- b) You are appointed as a new reporter of a local publication and your editor assigns you a story of a recent robber event that took place in your town list all relevant sources you are likely to get information and list down **FIVE** questions you are likely to pose. **(14 marks)**