



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(YII, SII)

BMC 4211: PUBLISHING & PRINT PRODUCTION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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 the importance of Gutenberg to printing. **(5 marks)**
- b) Outline Gutenberg's printing methods. **(5 marks)**

QUESTION 2

- a) State the importance of printing process. **(5 marks)**
- b) Explain the silk-screening and serigraphy. **(5 marks)**
- c) Outline **TEN** importance of Newspaper. **(10 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Discuss the advantages and disadvantages of machine printing. **(20 marks)**

QUESTION 4

a) Describe the print process. **(10 marks)**

b) Explain the pre-press operations. **(10 marks)**

QUESTION 5

a) Explain the offset lithographic plate making. **(10 marks)**

b) Outline the flexographic printing process. **(10 marks)**