



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

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)**