



**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  
(YIV, SI)

**BMC 4402: MAGAZINE & BOOK 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*

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**SECTION A (Compulsory)**

**QUESTION 1**

- a) Define a magazine. **(2 marks)**
- b) Explain **THREE** factors to consider when developing a magazine. **(6 marks)**
- c) Highlight **THREE** differences between entertainment and professional magazines. **(6 marks)**
- d) Elaborate **THREE** importances of an organizational structure in the magazine industry. **(6 marks)**
- e) Explain **THREE** roles of a magazine as a communication medium. **(6 marks)**
- f) Highlight **TWO** characteristics of magazines during its history and development. **(4 marks)**

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

**QUESTION 2**

Assume that you are the editor of parents magazine. Giving relevant examples, discuss **FIVE** ethical challenges that you would experience in your job. Explain how you would overcome them. **(20 marks)**

**QUESTION 3**

The structure of a magazine plays an important role in determining its appeal to the target audience. Giving relevant examples, discuss **FIVE** roles of a graphic designer in magazine production.

**(20 marks)**

**QUESTION 4**

a) Identify a magazine of your choice. Describe the process of developing a dummy for the magazines before final publication. **(10 marks)**

b) Describe **FIVE** types of designs you can use when designing the layout of a magazine. **(10 marks)**

**QUESTION 5**

Your magazine focuses on various topics. Identify **FIVE** segments of audiences. Giving relevant examples, discuss how each would benefit from reading the information in your magazine.

**(20 marks)**