

**TECHNICAL UNIVERSITY OF MOMBASA**

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES  
DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF MASS COMMUNICATION**  
**BMC4312: DESIGN & LAYOUT PRODUCTION**  
**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: 17 May 2016**

**Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

**QUESTION 1: COMPULSORY**

- i) Outline the history of magazines from 1704 publication by Daniel Defore (5 Marks)
- ii) Daniel Defore was also an author of a famous book read by many young people.  
Explain (5 Marks)
- iii) Describe the will that leads to magazines finding an audience (5 marks)
- iv) Explain the importance of Mackrackers during industrialization (5 Marks)
- v) Illustrate the emerging influence of the National Geographic in 1899 (5 Marks)
- vi) Describe the importance of News Magazines during world war 1 (5 Marks)

**SECTION B: ANSWER ANY TWO QUESTIONS**

**Question 2**

Discuss any FOUR magazines published for a specific clientele and their competitive edge

(20 marks)

**Question 3**

- a) Explain the typical Magazine production expenses (10 Marks)
- b) Discuss the impact of advertisement on magazine production expenses (10 Marks)

**Question Five**

- a) Discuss the importance of gatekeepers in Design Layout (10 Marks)
- b) Describe the sequence of book production (10 marks)