

**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) Name any FIVE divisions that employ magazine workers (6 Marks)
- ii) Describe the role of "MACKRAKERS" played in the awakening of news (6 Marks)
- iii) State the importance of modern maturity publications (6 Marks)
- iv) Explain the importance of Design layout and Production (6 Marks)
- v) Describe the functions of the national geographic sponsored publications (6 Marks)

**SECTION B: ANSWER ANY TWO QUESTIONS**

**Question 2**

Discuss the importance of publishers in Mombasa County

(20 marks)

**Question 3**

Discuss the functions of any FOUR publications with liberal and conservative viewpoints (20 Marks)

**Question Five**

Differentiate between a magazine and a journal (10 Marks)

Distinguish an acquisition editor from a sponsoring editor (10 marks)