



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM & MASS COMMUNICATION**

**BMC 4402: MAGAZINE & BOOK DESIGN PRODUCTION TECHNIQUES**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE: Pick Date May 2016 Paper 2**

## **Instructions to Candidates**

You should have the following for this examination

-Answer Booklet, examination pass and student ID

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

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

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### **Question ONE**

Describe the following techniques used in design production:

- i) layout
- ii) Typography
- iii) Type specification
- iv) Image manipulation
- v) methods of production (5 marks each)

### **Question TWO**

Explain the importance of a book and a magazine in society (10 marks)

## **SECTION B: ( ANSWER ANY TWO)**

### **Question THREE**

Discuss the principle, elements and importance of commercial printing (20 marks)

### **Question FOUR**

Explain the intellectual pirates and intellectual property to the academic world (20 marks)

### **Question FIVE**

Discuss the importance of understanding media and culture to a mass communication grandaunt (20 marks)