



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**  
**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4406: PRINT MEDIA OPERATIONS**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Select Month Pick Year

## **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.**

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## **SECTION A (Compulsory)**

### **Question ONE**

- As a student of Print Media Identify and Explain **FIVE** disadvantages of Technology in the Print Media Industry **(5 marks)**
- According to Wepukhulu an avid reader of the Coast Weekly Newspaper, Advertising is the lifeline of the Media industry. As a student of Journalism identify and explain **Three** types of advertising that dominate the Print Media Industry in Kenya **(6 marks)**
- Identify and Explain **FIVE** employment contacts common within the print media industry **(15 marks)**

d) Differentiate between a correspondent and a Stringer

**(4 marks)**

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

**Question TWO**

Using examples from a Print Media organisation of your choice in Kenya. Discuss the organisational structures and job roles within the industry. **(20 marks)**

**Question THREE**

Discuss the effects of the growing concentration of Newspaper ownership in Kenya **(20 marks)**

**Question FOUR**

Discuss why the new media are often more successful than traditional forms of media **(20 marks)**

**Question FIVE**

From your study of the Print Media industry, discuss any **four** different types of media ownership in the industry? **(20 marks)**