



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
(YII, SI)

BMC 4312: DESIGN LAYOUT & 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

SECTION A (Compulsory)

QUESTION 1

- a) Explain the importance of the “**MACKRACKER’S**” during industrialization. **(5 marks)**
- b) Describe the importance of News Magazines during the World War I. **(5 marks)**
- c) Differentiate magazine layout from Newspaper layout. **(5 marks)**

QUESTION 2

- a) Illustrate the influence of The National Geographic Design layout. **(5 marks)**
- b) Describe the “Will” that empowered magazines to find an audience. **(5 marks)**
- c) “Daniel Defore was a famous book author; of a book that was read by many young people” explain. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Describe in sequence the production of a magazine or Newspaper design. **(20 marks)**

QUESTION 4

Discuss the expenses and contribution advertisement has on new magazines and periodicals. **(20 marks)**

QUESTION 5

Discuss the importance of a “Gate Keeper” in design layout production. **(20 marks)**