



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
(YIV, SI)

BMC 4406: PRINT MEDIA OPERATIONS

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 any **SIX** reasons for the decline of Newspapers as a form of print media. **(6 marks)**
- b) Describe any **THREE** types of advertising that dominate the print media industry. **(6 marks)**
- c) Explain the term Tabloidization with reference to print media. **(3 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

- a) Describe any **THREE** forms of ownership in the print media industry. **(6 marks)**
- b) Explain any **SIX** forms of employment contracts commonly used in the print based media industries. **(6 marks)**
- c) Distinguish between outsourcing and subcontracting in print media industries. **(3 marks)**

QUESTION 3

- a) Draw the organizational structure of a print based media organization. **(10 marks)**
- b) Describe the job descriptions or roles of the relative officers mentioned in the structure above. **(10 marks)**

QUESTION 4

Discuss some of the legal ethical and professional obligations in the print based media industries. **(20 marks)**

QUESTION 5

- a) Explain **FIVE** sources of income and **FIVE** sources of expenditure in the print media industry. **(10 marks)**
- b) Discuss the impact of new technology and its effects on the print media industry. **(10 marks)**