



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
(BJMC III)

BMC 4312: DESIGN AND LAYOUT PRODUCTION TECHNIQUES

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 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) State the importance of modern maturity publications. **(2 marks)**
- b) Describe the role of the “Muckrakers” in awakening of news. **(5 marks)**
- c) Outline the importance of the National Geographic as a sponsored publication. **(5 marks)**
- d) Outline the different of men and women magazines. **(8 marks)**

QUESTION 2

- a) Name any **FIVE** divisions that employ magazine workers. **(5 marks)**
- b) Explain the importance of design layout. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 3

Discuss the importance of any **FOUR** publications of/with liberal and conservative view points.

(20 marks)

QUESTION 4

a) Differentiate a magazine and a journal.

(10 marks)

b) Differentiate an acquisitions editor from a sponsoring editor.

(10 marks)

QUESTION 5

Discuss the importance of publishers and the effects of their information in Mombasa County.

(20 marks)