



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

BMC 4406: PRINT MEDIA OPERATIONS

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 Three printed pages

SECTION A (Compulsory)

QUESTION 1

- a) Explain reasons for the decline in Newspapers readership. **(6 marks)**
- b) Outline **THREE** forms of ownership in the print media industry. **(6 marks)**
- c) List **SIX** impacts of new technologies in print media operations. **(6 marks)**
- d) Explain **SIX** responsibilities of an Editor in a print media organization. **(6 marks)**
- e) List any **SIX** sources of expenditure in the operations of a media organization. **(6 marks)**

SECTION B (Answer any Two Questions)

QUESTION 2

What changes have print media companies made to incorporate new technology into their traditional products. Have these changes been successful or unsuccessful. **(20 marks)**

QUESTION 3

Explain how the development of the internet, computers and handheld digital devices have affected print media operations products and sales. **(20 marks)**

QUESTION 4

With the help of a diagram, explain the organization structure of a print based media industry. **(20 marks)**

QUESTION 5

With the help of appropriate examples, discuss the employment contracts community used within the print based media industry. **(20 marks)**