

TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
BACHELOR OF MASS COMMUNICATION
BMC4312: DESIGN & LAYOUT PRODUCTION
END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: 17 May 2016

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.

QUESTION 1: COMPULSORY

- i) Name any FIVE divisions that employ magazine workers (6 Marks)
- ii) Describe the role of “MACKRAKERS” played in the awakening of news (6 Marks)
- iii) State the importance of modern maturity publications (6 Marks)
- iv) Explain the importance of Design layout and Production (6 Marks)
- v) Describe the functions of the national geographic sponsored publications (6 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS

Question 2

Discuss the importance of publishers in Mombasa County

(20 marks)

Question 3

Discuss the functions of any FOUR publications with liberal and conservative viewpoints (20 Marks)

Question Five

Differentiate between a magazine and a journal (10 Marks)

Distinguish an acquisition editor from a sponsoring editor (10 marks)