



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4110: INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATION

SERIES: MAY 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

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.

SECTION A (Compulsory)

Question ONE

- I. In print media, state any **FOUR** differences between hard news and soft news **(8 marks)**
- II. Highlight any **THREE** characteristics of the penny press era of journalism **(6 marks)**
- III. Explain **FIVE** importance of print media to society **(10 marks)**
- IV. Highlight any **SIX** elements of news **(6 marks)**

SECTION B (Answer any Two Questions)

Question TWO

Explain the greatest challenges newspapers face as they transition to online journalism **(20 marks)**

Question THREE

Describe the historical roots of the modern newspaper industry and state factors that lead to the emergence of the newspaper **(20 marks)**

Question FOUR

Discuss the significance of the Yellow journalism era as it relates to the print media **(20 marks)**

Question FIVE

Discuss the impact of advertisements on print media stories **(20 marks)**