

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) Outline the history of magazines from 1704 publication by Daniel Defore (5 Marks)
- ii) Daniel Defore was also an author of a famous book read by many young people.
Explain (5 Marks)
- iii) Describe the will that leads to magazines finding an audience (5 marks)
- iv) Explain the importance of Mackrackers during industrialization (5 Marks)
- v) Illustrate the emerging influence of the National Geographic in 1899 (5 Marks)
- vi) Describe the importance of News Magazines during world war 1 (5 Marks)

SECTION B: ANSWER ANY TWO QUESTIONS

Question 2

Discuss any FOUR magazines published for a specific clientele and their competitive edge

(20 marks)

Question 3

- a) Explain the typical Magazine production expenses (10 Marks)
- b) Discuss the impact of advertisement on magazine production expenses (10 Marks)

Question Five

- a) Discuss the importance of gatekeepers in Design Layout (10 Marks)
- b) Describe the sequence of book production (10 marks)