



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4402: MAGAZINE & BOOK DESIGN PRODUCTION TECHNIQUES

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date May 2016 Paper 2

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **SIX** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

Describe the following techniques used in design production:

- i) layout
- ii) Typography
- iii) Type specification
- iv) Image manipulation
- v) methods of production (5 marks each)

Question TWO

Explain the importance of a book and a magazine in society (10 marks)

SECTION B: (ANSWER ANY TWO)

Question THREE

Discuss the principle, elements and importance of commercial printing (20 marks)

Question FOUR

Explain the intellectual pirates and intellectual property to the academic world (20 marks)

Question FIVE

Discuss the importance of understanding media and culture to a mass communication grandaunt (20 marks)