



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4406: PRINT MEDIA OPERATIONS

END OF SEMESTER EXAMINATION

SERIES: APRIL 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

- Explain any **FOUR** modes of Newspaper ownership in Kenya **(8 marks)**
- Highlight any **THREE** forms of advertisements common in newspapers **(6 marks)**
- Identify and Explain **SIX** employment contacts common within the print media industry **(6 marks)**
- Explain any **FIVE** differences between the Print and Electronic media **(10 marks)**

SECTION B (Answer any Two Questions)

Question TWO

Lennox Katana Wakhehu is a Print Media mogul fascinated and keen on investing in latest technology. As an expert on matters Print Media, explain to him **SIX** advantages and **SIX** disadvantages of the use of technology in Print Media. **(20 marks)**

Question THREE

Discuss the reasons for the decline of the newspaper industry in Kenya **(20 marks)**

Question FOUR

Today, even with online news edging out the printed version, the newspaper as a form of Print Media is still a force to reckon for revelation and change. Discuss **(20 marks)**

Question FIVE

Discuss why the new media are often more successful than traditional forms of media. **(20 marks)**