

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:APRIL2016

TIME:2HOURS

DATE: Pick DateSelect MonthPick 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

- a) As a student of Print Media Identify and Explain **FIVE** disadvantages of Technology in the Print Media Industry (5 marks)
- b) According to Wepukhulu an avid reader of the Coast Weekly Newspaper, Advertising is the lifeline of the Media industry. As a student of Journalism identify and explain **Three** types of advertising that dominate the Print Media Industry in Kenya (6 marks)
- c) Identify and Explain FIVE employment contacts common within the print media industry(15 marks)

d) Differentiate between a correspondent and a Stringer

(4 marks)

SECTION B (Answer any Two Questions)

Question TWO

Using examples from a Print Media organisation of your choice in Kenya. Discuss the organisational structures and job roles within the industry. (20 marks)

Question THREE

Discuss the effects of the growing concentration of Newspaper ownership in Kenya (20

(20 marks)

Question FOUR

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

Question FIVE

From your study of the Print Media industry, discuss any **four** different types of media ownership in the industry? (20 marks)