



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES Select

Faculty/School/Institute

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

BMC 4211 PUBLISHING & PRINT PRODUCTION TECHNIQUES

Type unit code Type unit name. **END OF SEMESTER EXAMINATION**

SERIES: JUNE, 2017 Select series Pick year

TIME: TWO Choose hours **HOURS**

DATE: Pick Date **Sep 2017**

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO SECTION, SECTION "A" COMPULSORY:

ATTEMPT ALL THE QUESTIONS,

SECTION "B" ATTEMPT ANY TWO QUESTIONS Choose No questions. Attempt Choose instruction.

Do not write on the question paper.

SECTION A (ALL QUESTIONS ARE COMPULSORY)

Question ONE

Out the THREE major steps of the following print processes

- a. Screen printing process
5Marks
- b. Machine printing process
5Marks
- c. Off-set printing process
5Marks
- d. Relief printing process
5Marks

Question TWO

- a. Describe any FIVE duties of a publisher
5Marks
- b. Explain the printing process techniques
5Marks

SECTION B (ATTEMPT ANY TWO QUESTIONS)**Question THREE**

- a. Explain the Gutenberg's printing methods
10Marks
- b. Describe Gutenberg's BIBLE
5Marks
- c. Outline Gutenberg's legacy
5Marks

Question FOUR

- a. State the importance of newspapers
5Marks
- b. Elaborate on the typesetting composition techniques use before the digitalization era
15Marks

Question FIVE

Distinguish between the platemaking of a letter printing plate and a screen printing stencil
20Marks