



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM & MASS COMMUNICATION**

**BMC 42011: PUBLISHING & PRINT PRODUCTION TECHNIQUES**

**END OF SEMESTER EXAMINATION**

**SERIES: APRIL 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date May 2016 Paper 1

## 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.**

## **SECTION A: (COMPUSORY QUESTIONS PLEASE ANSWER ALL)**

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### **Question ONE**

a) Explain the importance of Gutenberg to printing. (5 marks)

b) Outline Gutenberg's printing methods (5 marks)

### **Question TWO**

a) Describe the printing process in 1886 (5 marks)

b) Explain the term silk-screening and serigraphy (5 marks)

### **Question THREE**

a) Outline TEN importance of newspapers (5 Marks)

**SECTION B: (ANSWER ANY TWO)**

**Question FOUR**

Discuss the advantages and disadvantages of machine printing

(20 marks)

**Question FIVE**

a) Explain the pre-press operations

(10 marks)

b) describe the print process

(10 marks)

**Question SIX**

a) Explain the offset lithographic plate making process

(10 marks)

b) outline the flexographic printing process

(10 marks)