



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 STAGES

Type unit code Type unit name. END OF SEMESTER EXAMINATION

SERIES: DECEMBER, 2016 Select series Pick year

TIME: TWO Choose hours HOURS

DATE: Pick Date Select Month PAPER TWO

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" COMPLUSORY:

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

- | | | |
|----|--|-------|
| a. | Highlight Gutenberg's printing methods | 5Mks |
| b. | Outline TEN importance of newspapers | 10Mks |
| c. | Outline silk-screening and serigraphy | 5Mks |

Question TWO

- | | | |
|----|--|------|
| a. | Describe the plate making process | 5Mks |
| b. | Explain the screen printing techniques | 5Mks |

SECTION B { ATTEMPT ANY TWO QUESTIONS }

Question THREE

Discuss the pre-press, press, post press processes

20Mks

Question FOUR

Explain in sequence, the FIVE major printing technique processes

20Mks

Question FIVE

Discuss the plateless process flow from the beginning to the glows finish

20mks