



TECHNICAL UNIVERSITY OF MOMBASA
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
BMC 4312: DESIGN AND LAYOUT PRODUCTION PAPER
TWO

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: AUGUST2017

TIME: 2HOURS

DATE: Pick DateSep2017

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.

INSTRUCTIONS: Answer **ALL** questions in **SECTION A** which is **COMPULSORY** and any other **TWO** questions from **SECTION B**.

SECTION A – COMPULSORY ANSWER ALL QUESTIONS

Question One

(a) Name any FIVE divisions that employ magazine workers. (5mks)

- (b) Describe the role the “MACKRACKERS” played in the awakening of news (5mks)
- (c) State the importance of modern maturity publications.(5mks)

Question Two

- (a) Explain the importance of Design layout and production. (5mks)
- (b) Describe the functions of the national geographic as a sponsored publication.(5mks)

Section B (Answer any TWO questions)

Question Three

Discuss the importance of publishers in Mombasa County. (20 mks)

Question Four

Discuss the functions of any FOUR publications with liberal and conservative viewpoints. (20 mks)

Question Five

- (a) Differentiate a magazine from a journal. (10 mks)
- (b) Differentiate an acquisition editor from a sponsoring editor. (10 mks)