



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

SPECIAL SUPPLEMENTARY EXAMINATION

SERIES: SEPT. 2017

TIME: 2 HOURS

DATE: Pick Date Select Month 2017

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.

Question ONE

- Planning is essential in print media operations, explain FOUR purposes of planning. (8 mks)
- Identify THREE roles of print media ownership in Kenya. (6mks)
- Explain FOUR types of print media ownership in Kenya (8mks)
- Explain FOUR management functions you would undertake when operating a print media firm. (8mks)

Question TWO

Performance evaluations provide employers with an opportunity to assess their employees' contributions to the organization. Zipapa runs a print media firm and would like to keep his staff motivated and productive, describe to him the FIVE steps that would guide him in creating a performance evaluation system. (20 marks)

Question THREE

Using relevant examples discuss FIVE Advantages and FIVE Disadvantages of print media in Kenya. (20 marks)

Question FOUR

Advertising is the leading source of revenue for print media organizations. Discuss FIVE types of newspaper advertisements. (20 marks)

Question FIVE

Describe FOUR organizational approaches to environmental responsibility, and explain the philosophy of sustainability. (20 marks)