



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

END OF SEMESTER EXAMINATION

SERIES: APRIL 2016

TIME: 2 HOURS

DATE: Pick Date Select Month Pick Year

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.

SECTION A (Compulsory)

Question ONE

- As a student of Print Media Identify and Explain **FIVE** disadvantages of Technology in the Print Media Industry **(5 marks)**
- According to Wepukhulu an avid reader of the Coast Weekly Newspaper, Advertising is the lifeline of the Media industry. As a student of Journalism identify and explain **Three** types of advertising that dominate the Print Media Industry in Kenya **(6 marks)**
- Identify and Explain **FIVE** employment contacts common within the print media industry **(15 marks)**

d) Differentiate between a correspondent and a Stringer

(4 marks)

SECTION B (Answer any Two Questions)

Question TWO

Using examples from a Print Media organisation of your choice in Kenya. Discuss the organisational structures and job roles within the industry. **(20 marks)**

Question THREE

Discuss the effects of the growing concentration of Newspaper ownership in Kenya **(20 marks)**

Question FOUR

Discuss why the new media are often more successful than traditional forms of media **(20 marks)**

Question FIVE

From your study of the Print Media industry, discuss any **four** different types of media ownership in the industry? **(20 marks)**