



# 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**

- Explain any **FOUR** modes of Newspaper ownership in Kenya **(8 marks)**
- Highlight any **THREE** forms of advertisements common in newspapers **(6 marks)**
- Identify and Explain **SIX** employment contacts common within the print media industry **(6 marks)**
- Explain any **FIVE** differences between the Print and Electronic media **(10 marks)**

**SECTION B (Answer any Two Questions)**

**Question TWO**

Lennox Katana Wakhehu is a Print Media mogul fascinated and keen on investing in latest technology. As an expert on matters Print Media, explain to him **SIX** advantages and **SIX** disadvantages of the use of technology in Print Media. **(20 marks)**

**Question THREE**

Discuss the reasons for the decline of the newspaper industry in Kenya **(20 marks)**

**Question FOUR**

Today, even with online news edging out the printed version, the newspaper as a form of Print Media is still a force to reckon for revelation and change. Discuss **(20 marks)**

**Question FIVE**

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