

TECHNICAL UNIVERSITY OF MOMBASA

HUMANITIES AND SOCIAL SCIENCE

COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4406: PRINT MEDIA OPERATIONS

END OF SEMESTER EXAMINATION

SERIES:SEP/DEC 2016

TIME:TWO HOURS

DATE:Pick DateSelect MonthPick Year

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of TWO sections. Section A is COMPULSORY, Answer ant TWO Questions in Section B.

Do not write on the question paper.

SECTION A

ANSWER ALL QUESTIONS

QUESTION 1

i. Planning is essential in Print Media Operations, Explain FOUR purposes of planning.
8mks

ii.Explain any FOUR Management functions you would undertake when operating a print media firm. 8mks

iii.Explain FOUR types of print media ownership in Kenya
8mks

iv.Identify THREE roles of the print media industry
6mks

SECTION B

QUESTION 2

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. 20mks

QUESTION 3

Using relevant examples discuss FIVE Advantages and FIVE Disadvantages of print media in Kenya. 20mks

QUESTION 4

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

QUESTION 5

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