



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HGD 2213: PUBLICATION DESIGN AND PRINT PROCESSES

END OF SEMESTER EXAMINATION

SERIES: AUGUST 2019

TIME: 2HOURS

DATE: Pick Date Aug 2019

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

(a). Define the following terms;

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|----------------------------|----------|
| (i) Color assigned meaning | (2marks) |
| (ii) Mnemonics | (2marks) |
| (iii) Shortened Name | (2marks) |
| (iv) Acronym | (2marks) |
| (v) Registered trademark | (2marks) |

(b).

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|---|----------|
| (i) Distinguish between mnemonics and initials of the firm | (5marks) |
| (ii) Differentiate logos made out of significant meanings of their activities and those whose acronym or initials have dominated the design | (5marks) |

- (iii) Kelvanto is a name adopted by an inventor of aloe cacti plant cosmetics; moisturizer, perfume, skin reducer and shampoo. Sketch and use a similar color schemes and designs to make the familiarity more effective (5marks)
- (iv) Special animals are used as corporate identity symbols. Outline the reasons (5marks)

Question TWO

Kenatico, Kenya Pipeline Company (KPC) and Kenya Commercial Bank (KCB) are forms of corporate identities. Describe each of them, showing what they have used to emphasize their activities (20marks)

Question THREE

Discuss ten components of corporate identities with examples as how effective corporate identities are made (20marks)

Question FOUR

Using the current corporate identity of TUM, court of aims and Kenya Ports Authority discuss the form, color and meaning of each in each of their logos (20marks)

Question FIVE

Describe ten characteristics that make an effective logo or corporate identity (20marks)