



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;

- | | |
|------------------------|----------|
| (i) Emblem | (2marks) |
| (ii) Flag | (2marks) |
| (iii) Crest | (2marks) |
| (iv) Logo | (2marks) |
| (v) Corporate identity | (2marks) |

(b).

- | | |
|--|----------|
| (i) Differentiate between a badge and logo | (5marks) |
| (ii) Distinguish between a Brand and Namestyle of a product | (5marks) |
| (iii) A logo of a firm is supposed to have three characteristics. Outline them | (5marks) |

(iv) An acronym is a suitable form of corporate identity, state with examples (5marks)

Question TWO

Discuss five forms corporate identity components mainly used to form logo (20marks)

Question THREE

Describe how a color scheme can help corporate identity recognition by assigning significant meaning to it (20marks)

Question FOUR

Explain briefly the process corporate identity change from one to another (20marks)

Question FIVE

Explain four main items whose significant meanings attached to it can help it create an appropriate effective representation (20marks)