



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:AUGUST2019

TIME:2HOURS

DATE:Pick DateAug2019

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

1. (a) Explain TWO characteristics of print media (2marks)
- (b) Highlight THREE characteristics of the penny press. (6marks)
- (c) Explain THREE types of print mediums. (6marks)
- (d) Highlight THREE challenges that affect the print media industry. (6marks)
- (e) Highlight TWO features in management of print media organizations. (4marks)
- (f) Explain THREE advantages of print media. (6marks)

Section B (Answer TWO questions)

Question Two

The Gutenberg Revolution played an important role in print media development. Discuss FIVE impacts of this revolution and give relevant examples. (20marks)

Question Three

(a) You have been appointed the editor of *Technews* magazine. Giving relevant examples, discuss FIVE functions or roles of an editor. (10marks)

(b) Giving relevant examples, discuss FIVE factors to consider when selecting suitable print mediums to use to relay information to audiences. (10marks)

Question Four

Giving relevant examples, discuss FIVE roles of the print media in society and its impact on mass communication. (20marks)

Question Five

(a) You have been appointed the new editor of Daily Nation Newspapers. Identify and discuss FIVE ethical issues you are likely to experience in your job. (15mks)

(b) Highlight the benefits of conducting newspaper research. (5 marks)

