



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4312: DESIGN AND LAYOUT PRODUCTION

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A & B**.
 - Section **A** is **Compulsory**.
 - Answer any other **Two** questions in Section **B**.
- This paper consists of Two printed pages***
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SECTION A (Compulsory)

QUESTION 1

- a) Outline the history of magazines from the 1704 published by Daniel Defore. **(5 marks)**
- b) Daniel Defore was also an author to a famous book, led by many young people, explain. **(5 marks)**

QUESTION 2

- a) Describe the well that lead to magazine finding an audience. **(5 marks)**
- b) Explain the importance of the Mackracker during industrialization. **(5 marks)**

QUESTION 3

- a) Illustrate the emerging influence of the National Geographic in 1899. **(5 marks)**
- b) Describe the importance of News Magazines during World War I. **(5 marks)**

SECTION B (Answer any Two Questions)

QUESTION 4

Discuss any **FOUR** magazines published for specific clientele and their competitive edge. **(20 marks)**

QUESTION 5

Explain the typical magazine production expenses and the contribution advertisement has on them. **(20 marks)**

QUESTION 6

- a) Discuss the importance of Gatekeepers in Design layout. **(10 marks)**
- b) Describe in sequence the production of a book. **(10 marks)**