



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 4110: INTRODUCTION TO PRINT MEDIA

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***

SECTION A (Compulsory)

QUESTION 1

- a) Explain the following term as applied in Print Media:
 - i) Scoop (2 marks)
 - ii) Splash (2 marks)
 - iii) Master head (2 marks)
 - iv) Tabloid (2 marks)
 - v) Newspaper (2 marks)
 - vi) A journal (2 marks)
- b) Distinguish between a newsletter and magazine. (9 marks)
- c) State **FIVE** reasons why newspapers are still preferred media of advertisement. (5 marks)
- d) Highlight **FOUR** effects of Guternberg's printing press. (4 marks)

SECTION B (Answer any Two Questions)

QUESTION 2

You have been invited to present a call paper for an International Conference for journalists to be held in Adis Ababa Ethiopia sometimes later this year on “The Role of International News Agencies in developing countries. Discuss the main point that you would consider while researching for the paper.

(20 marks)

QUESTION 3

Discuss any **FOUR** printing processes that you are familiar with.

(20 marks)

QUESTION 4

Describe the history of Print Media.

(20 marks)