



# 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**

**SPECIAL/SUPPLEMENTARY EXAMINATIONS**

**SERIES: JULY 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) Explain the main differences between a magazine and newsletter. **(9 marks)**

b) Indicate the year (period) in which the following print media were first published:

- |                           | Year  |
|---------------------------|-------|
| i) Diamond sutra          | _____ |
| ii) Acta Diuna            | _____ |
| iii) Notizie scrite       | _____ |
| iv) East African standard | _____ |
| v) London gazette         | _____ |
| vi) Carantos              | _____ |

**(6 marks)**

- c) Write short notes on:
- i) Tabloid **(3 ½ marks)**
  - ii) Broadsheet **(3 ½ marks)**
- d) Explain the **FOUR** editing process in a newspaper or magazine production. **(10 marks)**
- e) Explain the role of social media in citizen journalism. **(5 marks)**

**SECTION B (Answer any Two Questions)**

**QUESTION 2**

Discuss the main functions of a newspaper in the society. **(20 marks)**

**QUESTION 3**

Highlight the main contribution of Johannes Gutenberg in Print Media. **(20 marks)**

**QUESTION 4**

You work for a reputable newspaper in the East African region. The management has requested you to suggest strategies that your organization may take to survive in face of convergency. Discuss.

**(20 marks)**