



# 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 4211: PUBLISHING AND PRINT TECHNIQUES**

**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 importance of letter press printing. **(5 marks)**
- b) Describe the letterpress printing process. **(5 marks)**

**QUESTION 2**

- a) Explain the plateless process of printing. **(5 marks)**
- b) Outline the print process from post press. **(5 marks)**

### **QUESTION 3**

- a) Explain the importance of in-line finishing. **(5 marks)**
- b) Outline the effects of screen printing on fabric. **(5 marks)**

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

#### **QUESTION 4**

Discuss the plate-type letterpress printing. **(20 marks)**

#### **QUESTION 5**

- a) Discuss the work of a Publisher. **(10 marks)**
- b) Explain the importance of an Editor. **(10 marks)**

#### **QUESTION 6**

Explain the advertisers in marketing on printing. **(20 marks)**