



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

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) Explain the importance of Gutenberg to printing. (5 marks)
- b) Outline Gutenberg's printing methods. (5 marks)

QUESTION 2

- a) Describe the printing process in 1886. (5 marks)
- b) Explain the terms silk-screening and serigraphy. (5 marks)

QUESTION 3

Outline **TEN** importance of newspapers.

(10 marks)

SECTION B (Answer any Two Questions)

QUESTION 4

Discuss the advantages and disadvantages of mechanical printing.

(20 marks)

QUESTION 5

a) Describe the print process.

(10 marks)

b) Explain the pre-press operations.

(10 marks)

QUESTION 6

a) Explain the offset lithographic plate making.

(10 marks)

b) Outline the flexographic printing process.

(10 marks)