



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION
(MASS II)

BMC 1111: PUBLICATION

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.

SECTION A (Compulsory)

QUESTION 1

- a) Name **FIVE** functions of a pamphlet. **(5 marks)**
- b) List **FIVE** purposes of editing in a publication. **(5 marks)**
- c) Distinguish between “Flexographic” and “Gravure” printing processes. **(6 marks)**
- d) State any **TWO** roles of a Desk Editor. **(2 marks)**
- e) Suggest **FOUR** reasons that made the insider magazine popular among youthful readers. **(4 marks)**

- f) Technical University of Mombasa has just completed the construction of yet another building on a plot outside a few meters from the main gate. As a newly appointed reporter of the Star newspaper, your editor has asked you to interview the Vice Chancellor about the New premises. State **SIX** questions you would pose to him to secure key information. **(6 marks)**

- g) Define market penetration. **(2 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain any **FIVE** types of publications. **(10 marks)**
- b) Explain **FIVE** functions of pictures in a publication. **(10 marks)**

QUESTION 3

- a) Write short notes on the following:
 - i) Letter press **(5 marks)**
 - ii) Full-colour printing process **(5 marks)**
 - iii) Scholarly journal. **(5 marks)**

- b) Name **FIVE** stages of newspaper production. **(5 marks)**

QUESTION 4

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