



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

Department of Communication Studies

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM & MASS COMMUNICATION

HMC 4208 PUBLISHING & PRINT PRODUCTION

END OF SEMESTER EXAMINATION

SERIES: APRIL, 2025 Select series Pick year

TIME: TWO Choose hours HOURS

DATE: Pick Date Apr 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of FIVE QUESTIONS

QUESTION ONE & TWO ARE COMPULSORY

YOU CAN THEN ATTEMPT ANY OTHER TWO QUESTIONS,

Choose NoChoose instruction.

Do not write on the question paper.

{QUESTIONS ONE & TWO ARE COMPULSORY}

Question ONE

Out the THREE major steps of the following print processes

- | | | |
|----|--------------------------|------|
| a. | Screen printing process | 5Mks |
| b. | Machine printing process | 5Mks |
| c. | Off-set printing process | 5Mks |
| d. | Relief printing process | 5Mks |

Question TWO

a. Describe any FIVE duties of a publisher

5Mks

b. Explain the printing process techniques

5Mks

ATTEMPT ANY TWO QUESTIONS}

Question THREE

a. Explain the Gutenberg's printing methods

10Mks

b. Describe Gutenberg's BIBLE

5Mks

c. Outline Gutenberg's legacy

5Mks

Question FOUR

a. State the importance of newspapers

5Mks

b. Elaborate on the typesetting composition techniques use before the digitalization era

15Mks

Question FIVE

Distinguish between the platemaking of a letter printing plate and a screen-printing stencil 20mks