



TECHNICAL UNIVERSITY OF MOMBASA

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
DEPARTMENT OF COMMUNICATION STUDIES

UNIVERSITY EXAMINATION FOR:

DIPLOMA IN MASS COMMUNICATION

HMC 2211: NEWSPAPER EDITING AND DESIGN

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME: 2HOURS

DATE: PICK DATE DECEMBER 2024

Instruction to candidates

You should have the following for this examination

-ANSWER BOOKLET, examination pass and student ID

This paper consists of **FIVE** questions.

Attempt question **ONE** (Compulsory) and any other **TWO** question.

Do not write on the question paper

QUESTION ONE

Define the following terms:

- (i) Bulb. (2 marks)
- (ii) Page head. (2 marks)
- (iii) Pica ens. (2 marks)
- (iv) Broadside. (2 marks)
- (v) Hard spine binding. (2 marks)

QUESTION ONE(B)

- (i) Differentiate kicker and by line. (5 marks)
- (ii) Distinguish between an attribution and a caption. (5 marks)
- (iii) Outline visuals used in publication. (5 marks)
- (iv) Define A/7 and 7/A sizes of signatures of various dummies. (5 marks)

QUESTION TWO

Describe the process of publication from sheetwork generation to circulation of a publication of an annual report. (20 marks)

QUESTION THREE

Explain the need of each of the **EIGHT** print finishing forms. (20 marks)

QUESTION FOUR

Packaging logistics circulation and feedback in necessary part of a publication Discuss (20 marks)

QUESTION FIVE

Describe the binding process of a publication. (20 marks)