



# 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 4224: PUBLISHING & PRINTING PRODUCTION STAGES**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** MARCH 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 briefly the following terms of printing and production:
- i) Theme (2 marks)
  - ii) Manuscript (2 marks)
  - iii) Artworks (2 marks)
  - iv) Signatures (2 marks)
  - v) Film assembly (2 marks)
- b) Describe the process of magazine/newspaper production from idea to collation stage using lithographic means of production. (20 marks)

### SECTION B (Answer any Two Questions)

## **QUESTION 2**

Explain **FIVE** elements of a page.

**(20 marks)**

## **QUESTION 3**

Lithographic print process uses a plate different from screen print, comparatively describe these processes showing the need for each to survive side by side.

**(20 marks)**

## **QUESTION 4**

Signatures printing and magazine publishing planning are very close to printing principles. Describe how it is used in different pages (36) and (52) book respectively up to book binding, and magazine folding.

**(20 marks)**

## **QUESTION 5**

Different print finishing process are usable. Advice a printer how to publish a classic article for long term generational use.

**(20 marks)**

## **QUESTION 6**

Using concrete the post print stages in examples describe magazine/newspaper production process.

**(20 marks)**

**(20 marks)**