



**TECHNICAL UNIVERSITY OF MOMBASA**  
*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION  
(MASS II)

**BMC 1111: PUBLICATION**

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.***

**SECTION A (Compulsory)**

## QUESTION 1

- a) Distinguish between ‘circulation’ and Readership’. (4 marks)
- b) Outline **THREE** functions of a newsletter. (3 marks)
- c) Explain the following terminologies:
- i) Flexographic (2 marks)
  - ii) Scholarly journal (2 marks)
  - iii) Broadsheet (2 marks)
  - iv) Pamphlet (2 marks)
- d) Distinguish between lithographic and letter press printing processes. (6 marks)
- e) List **FOUR** functions of pictures in a publication. (4 marks)
- f) Outline **FIVE** purposes of editing. (6 marks)

## SECTION B (Answer any **TWO** questions)

### QUESTION 2

- a) State **NINE** elements one must consider when planning for a new publication. (9 marks)
- b) Briefly describe a full-colour printing process. (6 marks)
- c) i) Define ‘Tabloid’ (2 marks)  
ii) Give **THREE** features of a tabloid. (3 marks)

### QUESTION 3

- a) Explain **FIVE** criteria of selecting a good news story. (10 marks)
- b) Identify **FIVE** elements of publication design. (5 marks)
- c) Highlight **FIVE** advantages of flexographic printing process. (6 marks)

### QUESTION 4

- a) Define the term market penetration. (2 marks)
- b) Explain **FOUR** factors to consider when choosing means of distribution of your publication. (8 marks)
- c) Explain **FIVE** stages of print production. (10 marks)