



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS II)

BMC 1110: INTRODUCTION TO EDITING SKILLS

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY/MARCH 2013

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) State the major functions of editing. **(10 marks)**
- b) Explain **FIVE** attribute of a good photo. **(10 marks)**
- c) Describe **FIVE** qualities of a good headline. **(10 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Describe the relevance of photos in a news story. **(10 marks)**
- b) Describe **FIVE** types of photos used in a newspaper layout. **(10 marks)**

QUESTION 3

- a) Give a short headline for the following words: **(10 marks)**
 - i) Agreement
 - ii) Victory
 - iii) Decision
 - iv) Attempt
 - v) Small child
- b) Explain **FIVE** qualities of a good copy editor. **(10 marks)**

QUESTION 4

- a) Explain how type size play a role in a headline writing. **(10 marks)**
- b) State at least **FIVE** major sources of pictures for copy editors. **(10 marks)**

QUESTION 5

Editing skills is crucial for student aspiring to be copy editors. Discuss. **(20 marks)**