



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION  
(MASS II)

## **BMC 1118: PUBLICATION**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** FEBRUARY 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) Outline the differences between a magazine and a scholarly journal. **(6 marks)**
- b) Explain various ways in which newspaper can be categorized. **(5 marks)**
- c) Distinguish between circulation and readership. **(4 marks)**
- d) Define:
  - i) Scoop **(2 marks)**
  - ii) Embargo **(2 marks)**
  - iii) Banner **(2 marks)**
- e) State **FOUR** characteristics of a good news story. **(4 marks)**
- f) Explain “CMYK” in printing. **(5 marks)**

## SECTION B (Answer any TWO questions)

### QUESTION 2

- a) Discuss **FIVE** factors to consider when planning to start a publication. **(10 marks)**
- b) Identify **TEN** elements you must check out when covering a public meeting. **(10 marks)**

### QUESTION 3

- a) Discuss **FIVE** functions of a newspaper in the society. **(10 marks)**
- b) Explain **FIVE** factors that possibly make the LIFESTYLE pullout magazine on the Sunday Nation very popular among the readers. **(10 marks)**

### QUESTION 4

Write a 300-word story about the award of a charter to the Mombasa Polytechnic University College. Assume the graduation has taken place today and you are doing the story to appear in tomorrow's Standard edition. **(20 marks)**

### QUESTION 5

- a) Explain a ‘Dummy’. **(2 marks)**
- b) Outline the purposes of editing. **(8 marks)**
- c) Explain **FIVE** principles of a publication design. **(10 marks)**