



# TECHNICAL UNIVERSITY OF MOMBASA

*Faculty of Business & Social Studies*

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 1)

## **BMC 2104: INTRODUCTION TO PRINT MEDIA**

END OF SEMESTER EXAMINATIONS

**SERIES:** APRIL 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) Describe briefly the early history of newspapers. **(10 marks)**
- b) Explain **TEN** sections of a daily newspaper of your choice in Kenya. **(20 marks)**

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

### **QUESTION 2**

- a) Briefly comment on magazines and their audiences. **(5 marks)**
- b) Discuss the advantages of the **THREE** broad categories of magazines. **(15 marks)**

### **QUESTION 3**

Describe **FIVE** types of Newspapers. **(20 marks)**

### **QUESTION 4**

“The Association of American Publishers divides books into several sales categories” Stanley J. Baran.  
Explain **TEN** of these categories. **(20 marks)**