



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

(MASS I)

BMC 1101: 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) Explain **FIVE** threat facing print media. **(10 marks)**
- b) Describe **FOUR** forms of print media. **(12 marks)**
- c) Mention any **FOUR** early communication methods and their limitations. **(8 marks)**

SECTION B (Answer any TWO questions)

QUESTION 2

- a) Explain **FIVE** ethical principal that media practitioner must adhere so as to achieve professionalism. **(10 marks)**
- b) Distinguish between print media and electronic media. **(10 marks)**

QUESTION 3

- a) Explain the importance of media Regulators in Kenya. **(10 marks)**
- b) Describe the merit of print media as a form of communication. **(10 marks)**

QUESTION 4

- a) Explain yellow journalism. **(2 marks)**
- b) Describe the contribution of Gutter-berg in the development of printing. **(10 marks)**
- c) Describe **FOUR** problems faced by early newspaper in Kenya. **(8 marks)**