



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION

BMC 4224: PUBLISHING AND PRINT PRODUCTION STAGES

END OF SEMESTER EXAMINATIONS

SERIES: DECEMBER 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) Briefly describe the following terms.
- i) Publishing idea (3marks)
 - ii) Topics of a publication (3marks)
 - iii) Page head (3marks)
 - iv) Running head (3marks)
 - v) Overlay paper (3marks)
- b) Explain exhaustively the following terms as used in print production process. (10 marks)
- i) Print origination (3marks)
 - ii) Mechanicals (3marks)
 - iii) Spot color production (3marks)
 - iv) Plate making processes (3marks)

v) Print substrates

(3marks)

SECTION B (Attempt any TWO questions)

QUESTION 2

‘Photographic is a specialized technique of print production. Discuss.

(20 marks)

QUESTION 3

With the help of a diagram describe the necessity of a dummy of the publication, right from brainstorming of the ideas to the circulation.

(20 marks)

QUESTION 4

Compare and contrast the perfect binding and saddle stitch binding processes..

(20 marks)

QUESTION 5

Rolled print techniques can produce very accurate and quality work. Briefly explain why is the case as compared to screen printing.

(20 marks)