



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: 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) Define
- i) Print media (2marks)
 - ii) Pamphlet (2marks)
 - iii) Newsletter (2 marks)
- b) Identify Four different types of print media. (4marks)
- c) Explain the inverted pyramid style of writing. (5marks)
- d) Name 5 advantages of the letter press printing process. (6marks)
- e) State FIVE differences between writing for print and writing for electronic media. (5marks)
- f) Briefly explain the role of a news desk editor. (5marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Describe the steps in the production process of a newspaper. (20marks)

QUESTION 3

- a) Explain FOUR types of printing process. (8 marks)
- b) Explain FOUR functions of photographs in a newspaper. (12marks)

QUESTION 4

Briefly explain Ten Roles of print media in the society. (20marks)