



# 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**

SUPPLEMENTARY/SPECIAL EXAMINATIONS

**SERIES:** OCTOBER 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) Mention firm stages of the printing press. (5marks)
- b) Explain the difference between a magazine and a newspaper. (5marks)
- c) Distinguish between Television and Radio and a mode communication. (5marks)
- d) List any FIVE reasons for regulating media in Kenya. (5marks)
- e) State five significance of penny press area of. (5marks)
- f) Indentify five functions of print media. (5marks)

## **SECTION B**

### **QUESTION 2**

- a) Identify Ten forms of print media. (10marks)
- b) Name and explain Five media Regulation in Kenya. (10marks)

### **QUESTION 3**

- a) Describe the stages that led to the development of writing. (10marks)
- b) Explain FIVE factors to consider when selecting theirs for a news story. (10marks)

### **QUESTION 4**

Describe the significance of yellow journalism

Explain Five ethical consideration that reporter adhere in their daily operations. (10marks)