

TECHNICAL UNIVERSITY OF MOMBASA Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION (DMP/R 1)

BMC 2108: 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 **Four** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

a) Differentiate between Newspaper and magazines	(6marks)
b) Indicate the missing years of publication of the following: Diamond Sustra vear	
Diamond Sustra year Act Diuma	
Notizie scrite	
East Africa standard	
Uganda Eyogera.	(5marks)
c) Desire convergence	(2marks).
d) State the impact of convergence in publishing industry.	(4marks)
e) Explain the role of Newspaper.f) Discuss the impact of information technology on the print media.	(5marks) (8marks)
1) Discuss the impact of information technology on the print media.	(omarks)
SECTION B (Attempt any TWO questions)	
QUESTION 1	
Trace the history of print media in Kenya with special reference Daily Nation newspaper.	(10marks)
QUESTION 2	
Discuss the impact of digital communication to print media.	(10marks)
QUESTION 3	
Explain the challenges faced by the print media specifically Newspaper and magazines.	(10marks)
QUESTION 4	
Describe a typical organization of a daily Newspaper.	(10marks)
QUESTION 5	
a) Explain the difference between print and Electronic media.b) Differentiate between Newspapers and magazines.	(10marks) (10marks)
c,	(10111110)