



TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

CERTIFICATE IN MASS COMMUNICATION

BMC 1101: INTRODUCTION TO PRINT MEDIA

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: OCTOBER 2013

TIME: 2 HOURS

Instructions to Candidates:

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 ONE

- a) Mention **FIVE** stages of the printing press (5 marks)
- b) Explain the difference between a magazine and a newspaper (5 marks)
- c) Distinguish between Television and Radio as a mode of communication (5 marks)
- d) List any **FIVE** reasons for regulating media in Kenya (5 marks)
- e) State **FIVE** significance of penny press era of journalism (5 marks)
- f) Identify **FIVE** functions of print media (5 marks)

SECTION B (ATTEMPT ANY TWO QUESTIONS)

QUESTION TWO

- a) Identify **TEN** forms of print media (10 marks)
- b) Name and explain **FIVE** media regulations in Kenya (10 marks)

QUESTION THREE

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

QUESTION FOUR

- a) Describe the significance of yellow journalism (10 marks)
- b) Explain **FIVE** ethical consideration that reporter adhere in their daily operations as a professional journalist (10 marks)