



THE MOMBASA POLYTECHNIC UNIVERSITY COLLEGE

(A Constituent College of JKUAT)

(A Centre of Excellence)

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

BMC 2104: INTRODUCTION TO PRINT MEDIA

END OF SEMESTER EXAMINATION

SERIES: DECEMBER 2012

TIME ALLOWED: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

Answer **ALL** questions in section **A (COMPULSORY)** and any other **TWO** questions from section **B**
This paper consists of **TWO** printed pages

SECTION A (Compulsory - Answer ALL Questions)

Question One

- a) Describe how writing developed over the time till the present. **(20 marks)**
- b) Discuss the concept of convergence as used in the media today. **(10 marks)**

SECTION B (Answer Any TWO Questions)

Question Two

“The Newspaper and Magazine are the pillars of print media”. Discuss the validity of this assertion. **(20 marks)**

Question Three

Discuss **FOUR** forms of communication applicable to remote and traditional societies in Africa. **(20 marks)**

Question Four

- a) Recommend **FOUR** places suitable for erection of bill boards for a new media outlet in Mombasa town. **(12 marks)**
- b) Explain the term “Media Regulation”. **(8 marks)**

Question Five

“Print media is facing various threats”. Justify. **(20 marks)**