



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

2019/2020 ACADEMIC YEAR

FOURTH YEAR SECOND SEMESTER

SPECIAL/SUPPLEMENTARY EXAMINATION

**FOR THE DEGREE OF BACHELOR OF JOURNALISM AND
MASS COMMUNICATION**

COURSE CODE: JMC 421

COURSE TITLE: CONTEMPORARY MAGAZINE PUBLISHING

DATE: 1ST FEBRUARY, 2021

TIME: 11.00AM - 1.00PM

INSTRUCTION TO CANDIDATES

Answer Question **ONE** and any other **TWO** Questions

TIME: 2 Hours

This Paper Consists of 2 Printed Pages. Please Turn Over. ►

KIBU observes **ZERO** tolerance to examination cheating.

QUESTION ONE - COMPULSORY (30 MARKS)

- i. Explain FOUR roles of a Magazine in society. (8 marks)
- ii. Identify any FOUR roles or functions of a magazine sub editor. (8 marks)
- iii. Explain any FIVE e-publishing formats for the online audience. (10 marks)
- iv. Identify FOUR disadvantages of e-publishing. (4 marks)

QUESTION TWO (20 MARKS)

“Freelance magazine journalism offers the freedom you may not get in a contract.” Explain FIVE advantages and FIVE disadvantages of being a freelance magazine journalist.

QUESTION THREE (20 MARKS)

Discuss FIVE factors in support of the importance of research in contemporary magazine production.

QUESTION FOUR (20 MARKS)

Magazine revenue comes from various sources. Explain FIVE sources of revenue for a magazine.

QUESTION FIVE (20 MARKS)

The magazine industry has gone through many changes that reflect the evolutions in society and in the technology that is used to produce magazines. Discuss FIVE challenges facing the industry in Kenya.