



(Knowledge for Development)

KIBABII UNIVERSITY

UNIVERSITY EXAMINATIONS

**2020/2021 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER**

SPECIAL/SUPPLEMENTARY EXAMINATION

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

COURSE CODE: JMC 213

COURSE TITLE: PRINT MEDIA PRACTICE

DATE: 18TH JANUARY, 2022 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. Planning is essential in Print Media Operations, Explain FOUR purposes of planning. (8 marks)
- ii. Explain any FOUR principle operating expenditures of a print media firm. (8 mks)
- iii. Explain FIVE ways digital technologies have changed news reporting in print media. (10 marks)
- iv. Identify FOUR roles of the print media industry in Kenya. (4 marks)

QUESTION TWO (20 MARKS)

Print Media just like electronic media adheres to news values. Explain any SIX news values that guide editorial decisions in the operation of print media organizations.

QUESTION THREE (20 MARKS)

Discuss any FOUR interrelated trends that are assumed to have produced a decline in the newspaper industry in the recent decades.

QUESTION FOUR (20 MARKS)

- a) Advertising is the leading source of revenue for print media organizations. Discuss FOUR types of newspaper advertisements. (10 marks)
- b) Discuss the FOUR major types of media ownership (10 marks)

QUESTION FIVE (20 MARKS)

Screen printing also known as porous printing is one of the major printing processes used for a wide range of printing jobs. Explain FIVE merits and FIVE demerits of screen printing.