



**KARATINA UNIVERSITY**  
**UNIVERSITY EXAMINATIONS**  
**THIRD YEAR, SECOND SEMESTER EXAMINATION**  
**2024/2025 ACADEMIC YEAR**

**FOR THE DEGREE:**  
**BACHELOR OF SCIENCE IN COMMUNICATION AND**  
**PUBLIC RELATIONS**

**COURSE CODE: CCM 314**  
**COURSE: TITLE: MAGAZINE PRODUCTION AND**  
**PUBLISHING**

**DATE: 22/04/2025**

**TIME: 9.00 AM – 11.00 AM**

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**INSTRUCTIONS TO THE CANDIDATES**  
***SEE INSIDE***

## **CCM 314: MAGAZINE PRODUCTION AND PUBLISHING**

### **Answer Four Questions: Question one is Compulsory**

- 1) You have been hired by Umoja Company Ltd., a large manufacturing company, as a corporate communication officer. Your first assignment is to establish a corporate magazine. The magazine should cover company-wide announcements, leadership messages, and major milestones.
  - a) Provide a nameplate that is eye-catching and reflective of the magazine's purpose. (2 marks)
  - b) Explain the different types of articles which will effectively reinforce the organization's position in the industry. (10 marks)
  - c) Elaborate the key elements of magazine layout design that will ensure an aesthetically pleasing and reader-friendly publication. (10 marks)
  - d) Describe the roles that the magazine will play in communicating messages. (3 marks)
- 2)
  - a) A magazine editor oversees the entire editorial process and ensures overall content quality. Using relevant examples, discuss an editor's responsibilities and functions in a Public Relations agency which has a quarterly publication. (10 marks)
  - b) Explain the components of house style that will enhance editorial workflow in this agency. (5 marks)
- 3)

Thomas, an aspiring entrepreneur, has decided to start a publishing firm specializing in magazines covering business, lifestyle and technology.

  - a) Discuss different magazine writing styles that Thomas can adopt for his publication and how each style can cater to his target audience. (10 marks)
  - b) Outline the key components of a business plan that Thomas should develop for his publishing firm. (5 marks)
- 4)
  - a) Globalization and digital advancement have enabled magazines to transcend borders, catering to diverse audiences. Explain the key international markets that can offer writers unique opportunities to showcase their works. (10 marks)
  - b) Elaborate the ethical issues that can affect the credibility of published work. (5 marks)
- 5)

- a) Technology and innovation have reshaped modern magazine publishing. Discuss the emerging trends that have revolutionized the magazine industry. (10 marks)
  - b) Identify social media platforms that organizations can use to disseminate magazine articles for purposes of building a strong brand identity. (5 marks)
- 6)
- a) The publishing process provides young writers with opportunities to gain exposure, and establish themselves in the literary and magazine industries. Describe the key stages of this process which shape the journey of such writers. (10 marks)
  - b) Explain the classifications of exhibitions in the magazine industry. (5 marks)