



CRAWFORD UNIVERSITY
Faith City Igbesa, Ogun State
COLLEGE OF ARTS AND COMMUNICATION STUDIES
RAIN SEMESTER EXAMINATION 2020/2021 ACADEMIC SESSION

PROGRAMME: MASS COMMUNICATION
DEGREE: B.Sc MASS COMMUNICATION
COURSE TITLE: MAGAZINE MANAGEMENT AND PRODUCTION
COURSE CODE: MAC 336
CREDIT UNITS: 2E
TIME ALLOWED: 2HRS
INSTRUCTION: ANSWER ANY THREE (3) QUESTIONS

1. With six (6) reasons, explain why a sub-editor would plan magazine pages. **20Marks**
2. Briefly explain five (5) types of magazine. **20Marks**
3. In five (5) ways, briefly compare a newspaper with magazine. **20Marks**
- 4a. Briefly compare magazine circulation situation between developed and developing country. **10Marks**
- 4b. Identify and explain four (4) kinds of magazine distribution methods discussed in this course. **10Marks**
5. Discuss the future of print media in your country with regards to magazine production and consumption. **20Marks**