



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

UNIVERSITY EXAMINATIONS FOR DEGREE IN
BACHELOR OF JOURNALISM AND MASS COMMUNICATION
(VIII, SI)

BMC 4302: DESKTOP PUBLISHING & DESIGN

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper a Practical Paper
This paper consists of Two printed pages
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PRACTICAL

QUESTION 1

You have been hired to head the Graphic Design Department of a reputable company. You are expected to use your Desktop publishing knowledge to Design the following.

- a) A brochure **(30 marks)**
- b) A Poster **(25 marks)**
- c) Business card **(15 marks)**