



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Business & Social Studies
DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION
(DMAC III)
PRACTICAL

BMC 2201: DESKTOP PUBLISHING

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: FEBRUARY 2015

TIME: 2 HOURS

INSTRUCTIONS:

– Answer **All** questions

This paper consists of Two printed pages.

PRACTICAL (Answer all questions)

Question

You have been hired as a Public Relations Officer for Futures logistics, a global logistics company. Using your DTP skills, design the following:

1. Business card for the Managing Director.
2. Flier promoting the business.
3. Write a one page feature article complete with a photograph for publication in a newspaper.
4. Design a letterhead to be used by the company on its letters.

(70 marks)