



**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)**