



TECHNICAL UNIVERSITY OF MOMBASA

School of Humanities and Social Sciences

Social Sciences

UNIVERSITY EXAMINATION FOR:

BACHELOR OF JOURNALISM AND MASS COMMUNICATION

HMC 4302: DESKTOP PUBLISHING AND DESIGN

SERIES: DECEMBER 2024

TIME: 2 HOURS

DATE: Pick Date Dec 2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

- i. Highlight FIVE software's used by Desktop publishers in today's companies. (10 Marks)
- ii. Explain any FIVE features of desktop publishing (20 Marks)

Question TWO

Queen is a third year student of journalism and mass communication seeks to contest for the presidency of the student union body. Using your knowledge of desktop publishing design a campaign poster. (20 Marks)

Question THREE

Using your knowledge of desktop publishing and design, create the following.

Brochure (20 Marks)