



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R III)

BMC 2201: DESKTOP PUBLISHING

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 2014

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **TWO** Sections **A** & **B**.
- Section **A** is **Compulsory**.
- Answer any other **TWO** questions in Section **B**.

This paper consists of Two printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define Adobe Indesign. (2 marks)
- b) Briefly describe **FIVE** uses of indesign. (5 marks)
- c) Explain the function of the following tools:
 - i) Select tool (2 marks)
 - ii) Direct select tool (2 marks)
- d) State **FOUR** picture file formats. (4 marks)
- e) State any file format that you can borrow text into Indesign file. (3 marks)
- f) State the advantages and disadvantages of CAD. (5 marks)
- g) Explain the purpose of the Master Page in Adobe InDesign. (5 marks)
- h) Briefly describe any **TWO** tools found in tool box. (2 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

Draw and name the Tool Box. (20 marks)

QUESTION 3

Discuss factors to consider before purchasing a CAD package. (20 marks)

QUESTION 4

Draw the InDesing user interface and name parts of the document. (20 marks)