



TECHNICAL UNIVERSITY OF MOMBASA

Faculty of Business & Social Studies

DEPARTMENT OF MEDIA & GRAPHIC DESIGN

DIPLOMA IN MASS COMMUNICATION

(DMP/R 3)

BMC 2205: DESKTOP PUBLISHING

SUPPLEMENTARY/SPECIAL EXAMINATIONS

SERIES: FEBRUARY 2013

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 Three printed pages.

SECTION A (Compulsory)

QUESTION 1

- a) Define the following terms as used in publisher:
- i) News letter
 - ii) Microsoft publisher
 - iii) Ruler guide
- (6 marks)
- b) State and explain the **THREE** types of publisher toolbars. (12 marks)
- c) State step by step how publisher is started. (5 marks)
- d) Explain the use of personal information entered when one opens a publisher. (7 marks)

SECTION B (Answer any TWO questions)

QUESTION 2

- a) List and explain the types of publication. (4 marks)
- b) Explain **EIGHT** parts of a newsletter. (16 marks)

QUESTION 3

- a) Describe **THREE** sub-types in each type of publication. (6 marks)
- b) Enumerate the steps followed when saving a publication. (6 marks)
- c) Explain the following terms as used in publication. (8 marks)
- i) Scaling
 - ii) Tracking
 - iii) Kerning
 - iv) Drop cap

QUESTION 4

- a) Define the following terms: (6 marks)
- i) Flip graphics
 - ii) Crop
 - iii) Typeface
- b) Grouping is important in publication, discuss. (6 marks)
- c) List and explain **FOUR** design templates option for creating publication. (8 marks)

QUESTION 5

- a) Discuss how to create a flyer. **(5 marks)**
- b) Publisher his independent and movable parts. Discuss. **(5 marks)**
- c) Discuss the step followed to resize a publication. **(5 marks)**
- d) List **FIVE** four attributes that can be changed on a publication. **(5 marks)**