TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

DIPLOMA IN PRINT MEDIA (DMP/R III)

BMC 2201: DESKTOP PUBLISHING

END OF SEMESTER EXAMINATION
SERIES: DECEMBER 2013
TIME: 2 HOURS

<u>**Instructions to Candidates:**</u>
You should have the following for this examination
-   *Answer Booklet*
This paper consists of **FIVE** questions. Attempt question **ONE** and any other **TWO** questions
Maximum marks for each part of a question are as shown

This paper consists of **TWO** printed pages

Question One (Compulsory)

a) Define the following terms:
   (i) Ms. Publisher
   (ii) Ruler guides   **(4 marks)**

b) Describe how to start Ms Publisher   **(3 marks)**

c) Explain with relevant examples the THREE types of publisher toolbars **(9 marks)**

d) State the importance of personal information in publication   **(4 marks)**

Question Two

a) Define the term award certificate.   **(2 marks)**

b) Explain SEVEN parts of a news letter   **(14 marks)**

c) Explain the term master page in publication   **(4 marks)**

Question Three

a) State the importance of ruler guide   **(2 marks)**

b) Enumerate FIVE sub-types of publication in each type of publications **(10 marks)**

c) Explain the TWO types of publication   **(6 marks)**

d) Outline the extension of a publication document   **(2 marks)**

Question Four

a) Define the term graphics   **(3 marks)**

b) State the importance of the following terms: **(8 marks)**
   (i) Crop
   (ii) Group

c) Explain the following terms with examples as used in character spacing. **(9 marks)**
   (i)   Scaling
   (ii) Tracking
   (iii) Kerning

Question Five

a) Define the following terms as used in publication:
   (i)   Drop cap
   (ii) Publication
   (iii) Orphan
   (iv) Menu   **(8 marks)**

b) Describe the term type face and identify the various typefaces   **(6 marks)**

c) Discuss the uses of callouts in publication. **(6 arks)**