TECHNICAL UNIVERISTY OF MOMBASA

Faculty of Engineering & Technology

DEPARTMENT OF COMPUTER SCIENCE & INFORMATION TECHNOLOGY

UNIVERSITY EXAMINATION FOR:
BACHELOR OF JOURNALISM & MASS COMMUNICATION
(BJMC 5)

BMC 4314: DESKTOP PUBLISHING

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

Instructions to Candidates:
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 term Publication **(3 marks)**

b) Design a commercial advert to be runned on a print media for a new product that has just hit the market for a company of your choice, putting into consideration publication requirements, save your publication as BMC 4314 **(27 marks)**

Question Two

a) Define the term newsletter **(4 marks)**

b) Explain EIGHT parts of a newsletter **(16 marks)**

Question Three

a) Explain the TWO types of publication **(4 marks)**

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

c) Explain the steps followed when saving a publication **(6 marks)**

Question Four

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

b) Define the following terms and explain their importance in publication:
    (i) Crop **(4 marks)**
    (ii) Group **(4 marks)**

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

Question Five

a) Explain the term typeface **(3 marks)**

b) List SEVEN font attribute that can be changed in a publication. **(7 marks)**

c) Define the following terms as sued in publication:
    (i) Drop cab
    (ii) Publication
    (iii) Master page
    (iv) Orphan
    (v) Menu **(10 marks)**