



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS  
ADMINISTRATION**

**SEMESTER 2016/2017 ACADEMIC YEAR**

**SPECIAL RESIST**

**MAIN CAMPUS**

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**COURSE CODE: SCS 112**

**COURSE TITLE: DESKTOP PUBLISHING**

**EXAM VENUE: LAB 1**

**STREAM: BBA**

**DATE: 04/05/16**

**EXAM SESSION: 11.30 – 1.30PM**

**TIME: 2.00 HOURS**

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**INSTRUCTIONS:**

- 1. Answer question 1 (compulsory) and any other 2 questions.**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

### QUESTION ONE [30 MARKS]

- a) Mention three basic guidelines for making a well-designed publication (3mks)
- b) What are the advantages of using desktop publishing software? (10mks)
- c) .Explain the four main stages of desktop publishing (4mks)
- d) Explain why Serif typeface are recommended for body text? (3mks)
- e) Identify the three objects in a desktop publishing programme (2mks)
- f). Explain the differences between word processor and desktop publishing software (4mks)
- h) What is text wrap? (2mks)
- i) Explain the function of text effects (2mks)

### QUESTION TWO [20 MARKS]

A newspaper classified sales clerk notes down this advertisement over the phone:

Laptop for sale, Intel Pentium M 760 Processor 2.0 GHz, 512MB memory, 80GB hard disk.  
£225.Excellent condition. Phone John Smith 417639.

#### Required:

- a) Describe **five** different features of a DTP package you could use to improve this advert. (10 marks)
- b) Provide a step by step procedure of creating the above advert within a DTP package. (10 marks)

### QUESTION TWO [20 MARKS]

- a) Given a 3" x 5" space for a photograph in a brochure and a 6" x 10" photograph, what technique should be used in order to fit the entire photograph into the brochure? (7 Marks)
- b) The digital image to be used in a poster needs to be cropped. What is actually being done to the image? (5 Marks)
- c) Distinguish between graphic design and desktop publishing. (8 Marks)

### QUESTION THREE [20 MARKS]

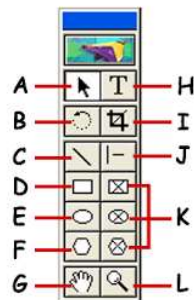
- a) Briefly explain how you can open an existing file in Adobe PageMaker. (6 Marks)
- b) What do you understand by the term **Orientation** as used in the document Set-Up Dialog box of PageMaker? (6 Marks)
- c) Write down the steps involved in saving **all** open publications. (5 Marks)
- d) The digital image to be used in a poster needs to be cropped. What is actually being done to the image? (3 Marks)

**QUESTION FOUR [20 MARKS]**

- a) Write short notes on the following artwork terminologies in desktop publishing (4marks)
  - i. Clip art
  - ii. vector graphics
- b) Discuss these desktop publishing elements in details under the following headings(10 marks)
  - i. White Space
  - ii. Sidebars
  - iii. Pull Quotes
  - iv. Boxes
  - v. Rules
  
- b) Briefly explain the design principles for the following (6mks)
  - i. Text;
  - ii. graphics
  - iii. colour.

**QUESTION FIVE [20 MARKS]**

- a) Name and explain the functions performed by each of the following icons/tools (A-L) in Adobe PageMaker as shown in the diagram below. (12 Marks)



- b) Explain the process of creating a Table of contents in any document using PageMaker. (8marks)