



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY EXAMINATION FOR THE BACHELOR'S DEGREE
1ST YEAR 2ND SEMESTER 2013/2014 ACADEMIC YEAR
CENTRE: MAIN JAB

COURSE CODE: SCS 112

COURSE TITLE: DESKTOP PUBLISHING

EXAM VENUE:

STREAM: BSc. BBA, BEd

DATE: 11/12/2013

EXAM SESSION: 2.00 – 4.00 PM

TIME: 2 HOURS

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

- a) Name **FOUR** common types of publications (4 Marks)
- b) State the limitation of Desktop publishing (2 Marks)
- c) Publication documents are categorized according to the information content, identify and describe the following documents giving examples in each case.
 - i). Documents that persuade (4 Marks)
 - ii). Documents that inform (4 Marks)
 - iii). Documents that give how to inform (4 Marks)
 - iv). Documents that elicit response (4 Marks)
 - v). Document that identify (4 Marks)
 - vi). Documents that provide reference (4 Marks)

QUESTION TWO

- a) What does the acronym WYSIWYG stand for? (4 Marks)
- b) Describe the two categories of desktop publishing software (6 Marks)
- c) List **SIX** different types of desktop publishing software (6 Marks)
- d) Define desktop publishing (4 Marks)

QUESTION THREE

Describe in detail the steps involved in the design of the document below in Microsoft Publisher;



QUESTION FOUR

- a) Highlight the capabilities which make Desktop publishing software superior to word processing software (10 Marks)
- b) Define the following terms;
- i). Crop a picture (3 Marks)
 - ii). Text wrap (3 Marks)
 - iii). Layering Object (3 Marks)
 - iv). Text frame (1 Mark)

QUESTION FIVE

a) State the features of QuarkXpress and PageMaker as desktop publishing programs. (8 Marks)

b) Describe **TEN** publication checklist which you must adhere to for a good publication.

(12 Marks)