JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS

ADMISNISTATION WITH IT (SCM, HUMAN RESOURCE MAGNT.), BACHELOR OF

EDUCATION

1ST YEAR 2RD SEMESTER 2018/2019 ACADEMIC YEAR

KISII CAMPUS

COURSE CODE: SCS 112

COURSE TITLE: DESKTOP PUBLISHING

EXAM VENUE: STREAM (MA)

DATE: **EXAM SESSION:**

TIME: **2.00 HOURS**

INSTRUCTIONS:

1. Answer Question 1 (Compulsory) and ANY other two 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) Define the term desktop publishing.   (2 marks)

b) Explain the procedure of creating a new publication.   (6 marks)

c) Give any three examples of desktop publishing software available in the market today.

(3 marks)

d) List four components parts of Ms. Publisher workspace.   (2 marks)

e) Describe at least five publishing tools in MS Publisher 2010.   (5 marks)

f) As a publisher, what are the factors you would consider before selecting desktop
publishing software?   (5 marks)

g) What factors determine the type of printer you will use to print out the finished copy of
your published document?   (3 marks)

h) Explain the two basic methods of printing publication.   (4 Marks)

QUESTION TWO: 20 MARKS

a) Explain any three benefits of Adobe PageMaker   (6 marks)

b) Differentiate between graphic design and desktop publishing   (4 marks)

c) Differentiate between the following:

   i.   Pasteboard and printable page   (2 marks)

   ii.   Margins and column guides   (2 marks)

   iii. Change case and drop cap   (2 marks)

d) Explain the following tools as applied in DTP   (4 marks)

   i.   Pointer tool

   i.   Text tool

   ii.   Rotating tool

   iii. Cropping tool

QUESTION THREE: 20 MARKS

a) Differentiate between leading and kerning terms in reference to desktop publishing
(4 marks)

b) Explain the following basic design principles in desktop publishing   (8 marks)

   i.   Contrast

  ii. Repetition

  iii. Alignment

  iv. Proximity

c) Explain why a desktop publisher is preferred in designing documents rather than a word processor   (4 marks)

d) Explain the meaning of layering and its significance in desktop publishing (4marks)

QUESTION FOUR: 20 MARKS

a) Outline three possible publication you may create with Adobe page-maker (6 marks)

b) Explain the features of Microsoft Publisher that make it useful in desktop publishing

                 (6 marks)

c) Describe the effects that one can apply to text when using Microsoft word (8 marks)

QUESTION FIVE: 20 MARKS

a) Briefly differentiate between the following terms

   i. Pixels and Bitmaps   (2 marks)

   ii. Vector and Bitmaps   (2 marks)

b) Briefly explain Master Page as used in desktop publishing and state four elements that can be contained in a master page .   (4 marks)

c) Define text wrapping. Give three ways you can wrap text on an object. (6 marks)

d) Describe the five phases of the design process in desktop publishing. (5 marks)

e) What is WysIWyG   (1 mark)