



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION
ARTS
1ST YEAR 2ND SEMESTER 2018/2019 ACADEMIC YEAR
MAIN CAMPUS
INSTITUTIONAL BASED

COURSE CODE: SCS 112

COURSE TITLE: DESKTOP PUBLISHING

EXAM VENUE: STREAM: BEd. Arts

DATE: 21/08/19 EXAM SESSION: 9.00 – 11.00am

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 [COMPULSORY]

- a) i) Define desktop publishing [2 Marks]
- ii) Why is desktop publishing important [4 Marks]
- b) i) Consider a developing story regarding CBC education. Discuss how you will apply story board in developing such a story. [4 Marks]
- ii) Describe in details some of the features you will use to make your story exciting [6 Marks]
- c) i) Describe any **FOUR** techniques used in desktop publishing [8 Marks]
- ii) Explain the stages in implementing desktop publishing project [6 Marks]

QUESTION TWO – 20 MARKS

- a) Consider an organization that has been set up to manufacture laptops. How will you promote its products [10 Marks]
- b) Explain in details the steps you will take to ensure such products are in the public domain, describing some of the software necessary for such exercise. [10 Marks]

QUESTION THREE – 20 MARKS

- a) Identify any **FOUR** desktop publishing software [8 Marks]
- b) List and describe the basic features of desktop publishing programs [12 Marks]

QUESTION FOUR- 20 MARKS

- a) Describe the disadvantages of desktop publishing [6 Marks]
- b) i) What is ergonomics [4 Marks]
- ii) Explain why ergonomics is important in desktop publishing [10 Marks]

QUESTION FIVE- 20 MARKS

- a) In desktop publishing, purpose, audience, content, layout and publication are key factors explain each of the factors using a simple desktop publishing project [14 Marks]
- b) i) What is a layout software [2 Marks]
- ii) Describe a user interface as used in desktop publishing [4 Marks]