



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

**SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS**

**UNIVERSITY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF SCIENCE IN**

**BUSINESS INFORMATION SYSTEMS**

**1<sup>ST</sup> YEAR 2<sup>ND</sup> SEMESTER 2024/2025 ACADEMIC YEAR**

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**COURSE CODE: ITB 2104**

**COURSE TITLE: FUNDAMENTALS OF ELECTRONIC CONTENT DESIGN**

**EXAM VENUE: \_\_\_\_\_**

**STREAM: (BIS )**

**DATE: 23/4/2025**

**EXAM SESSION: 15.00-17.00**

**TIME: 2.00 HOURS**

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**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 electronic content (4marks)
- b) What is User Generated Content (UGC) in e-content design (4marks)
- c) List the sources and explain the types of UGC (6marks)
- d) What is Public Sector Information (PSI) (3marks)
- e) Define e-books and name any one type of e-books (4marks)
- f) List any 3 type of e-contents (3marks)
- g) Define mobile content as used in e-content management (3marks)
- h) Name e type of e publishing models (3marks)

### QUESTION TWO 20 MARKS

- a) Explain any 3 benefits of User Generated Content (9marks)
- b) Any information (content) whatever its medium (form) including print, digital or electronic, and sound recordings, explain two ways by these information can be shared (6marks)
- c) E publishing has evolved from the 1970s with the Gunterberg formats to the current Portable Digital Formats (PDFs), explain any 3 characteristic of PDF e publishing format (5marks)

### QUESTION THREE 20 MARKS

- a) Explain some of the ways in which e-content is applied today (8marks)
- b) Outline 2 positive and 2 negatives of e-books (12marks)

### QUESTION FOUR 20 MARKS

- a) What are some of the properties of e-content that makes it become very popular today (4marks)
- b) Scientific publishing involves the reader and the author, what makes the difference between the reader and the author (6marks)
- c) A scientific paper involve the following components; Introduction, Methods, Results, Discussions/conclusions. Write briefly on the content of these components (10marks)

### QUESTION FIVE 20 MARKS

Discuss the steps for developing e-content (20marks)