



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF
SCIENCE AND TECHNOLOGY**

(MMUST)

MAIN CAMPUS

UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

YEAR THREE FIRST SEMESTER EXAMINATIONS

FOR THE DEGREE IN:

JOURNALISM AND MASS COMMUNICATION

COURSE CODE: JMC 303

COURSE TITLE: DESKTOP PUBLISHING

DATE:

TIME:

DURATION: 2 HRS

INSTRUCTIONS Answer ALL questions in section A and any TWO in section B;

MMUST observe Zero tolerance to examination cheating

QUESTION ONE

- a) When creating a document in a PowerPoint, a number of settings apply. Explain the following settings (10 marks)
- i. Resolution ii. Background iii. Color mode iv. Orientation v. Size
- b) Explain the procedure creating a folder named “student” and elaborate the procedure of saving a Power Point file in it (5mks)
- c) Elaborate the procedure of inserting a pie chart on a power point slide (5mks)
- d) Explain THREE ways of opening the power point application (3 marks)
- e) Explain TWO ways of deleting power point file (2mks)
- f) Explain what the following PowerPoint menus do (10 marks)
- i. Insert ii. Transitions iii. Design iv. Animations v. Slide show

QUESTION TWO

- a) Explain any SIX factors to consider when designing a standard advertisement using DTP (12 marks)
- b) Discuss four benefits that a learning institution could accrue by setting up a DTP department (8 marks)

QUESTION THREE

You have been asked to prepare a power point presentation that has videos, you are supposed to add bookmarks to the video and make a live presentation. Indicate the procedure of (i) adding a bookmark to the video (ii) making the presentation live (iii) converting the presentation into a video after the presentation (20 marks)

QUESTION FOUR

- a) Discuss the advantages of online DTP tools to traditional offline tools (10mks)
- b) Discuss e-publishing and the role that desktop publishing has played in establishment of this new form of publishing (10 marks)

QUESTION FIVE

Explain five advantages and five disadvantages of print publishing in the modern society (20 marks)