



(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: 6/12/2023**

**TIME: 8.00 am-10.00 am**

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

**Duration: 2 hours**

*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)
- Resolution
  - Background
  - Color mode
  - Orientation
  - 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)
- Insert
  - Transitions
  - Design
  - Animations
  - 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)