



(University of Choice)

**MASINDE MULIRO UNIVERSITY OF  
SCIENCE AND TECHNOLOGY**

**(MMUST)**

**MAIN CAMPUS**

**UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**YEAR FOUR FIRST SEMESTER EXAMINATIONS**

**FOR THE DEGREE IN:**

**JOURNALISM AND MASS COMMUNICATION**

**COURSE CODE: JMC 403**

**COURSE TITLE: INTERNET AND ELECTRONIC PUBLISHING**

**DATE: 11/12/2023**

**TIME: 8.00 am-10.00 am**

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

**TIME: 2 hours**

*MMUST observe Zero tolerance to examination cheating*

## QUESTION ONE

- a) Define Internet publishing (2 marks)
- b) Explain any FOUR ways you can use to safeguard electronic data (8 marks)
- c) Elaborate on ways in which a journalist can generate income from an online hosted website (5 marks)
- d) When you want to produce an electronic document there are several questions you should ask yourself several questions before choosing document processing standards. State and explain these questions (10 marks)
- e) Discuss and elucidate five distinct website extensions, apart from .co.ke, and their significance (5 marks)

## QUESTION TWO

- a) Explain the stages of document processing (12 mks)
- b) What is a document markup? (2 marks)
- c) Explain any THREE document markups (6mks)

## QUESTION THREE

- a) Explain why many people prefer to use Standard Generalized Markup Language as a form of electronic publishing (13mks)
- b) Standard Generalized Markup Language uses concise description of the six HyTime collections of architectural forms. Elaborate them (6mks)
- c) Define the term HTTPS as used in online publishing (1mk)

## QUESTION FOUR

Nicole is a graduate journalism graduate student who has decided to be a freelance journalist, she has decided to use online platforms to express stories and news to her audience. Advise Nicole on any FIVE online platforms she can use to reach her audience (20 marks)

## QUESTION FIVE

HTML is the most common language used to build online content for publishing. Explain any TEN popular HTML tags and what they do (20 marks).

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