

**CHUKA**



**UNIVERSITY**

**UNIVERSITY EXAMINATIONS**

**EXAMINATION FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE IN  
INFORMATION SCIENCE**

**BSIS 321: DESKTOP PUBLISHING**

**STREAMS: BSIS**

**TIME: 2 HOURS**

**DAY/DATE: WEDNESDAY 08/04/2020**

**11.30 A.M. – 1.30 P.M.**

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**INSTRUCTIONS:**

- **Do not write anything on this question paper.**
- **Attempt question ONE and another TWO questions.**

**QUESTION ONE (30 MARKS)**

- Outline the differences between desktop publishing, graphic design and web design. (6 marks)
- Citing appropriate illustrations, justify why desktop publishing is preferred in designing documents than word processors. (6 marks)
- Explain FOUR reasons why layering is a useful feature in desktop publisher? (8 marks)
- State and explain FIVE features of desktop publisher? (10 marks)

**QUESTION TWO (20 MARKS)**

Explain the relevant guidelines necessary in planning for desktop publishing project.

**QUESTION THREE (20 MARKS)**

- Explain three signs of good and three signs of bad examples in designing desktop publishing. (12 marks)
- Discuss FOUR desktop publishing softwares in contemporary market. (8 marks)

**QUESTION FOUR (20 MARKS)**

- (i) Compare and contrast desktop publishing with traditional method of publishing and give your justified view on the two aspects. (14 marks)
- (ii) Discuss the THREE most important elements of successful document. (6 marks)

**QUESTION FIVE (20 MARKS)**

- (i) State and explain FOUR techniques used in formatting texts in desktop publishing. (8 marks)
  - (ii) Discuss the effect of desktop publishing in realization of economic development in a county. (12 marks)
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