



*(Knowledge for Development)*

**KIBABII UNIVERSITY**

**(KIBU)**

**UNIVERSITY EXAMINATIONS**

**2020/2021 ACADEMIC YEAR**

**END OF SEMESTER EXAMINATIONS**

**YEAR ONE SEMESTER ONE EXAMINATIONS**

**FOR THE DIPLOMA IN**

**(INFORMATION TECHNOLOGY)**

**COURSE CODE : DIT 055**

**COURSE TITLE : DESKTOP PUBLISHING**

**DATE: 21 /07/2021**

**TIME: 9.00 AM- 11.00 AM**

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**INSTRUCTIONS TO CANDIDATE**  
**ANSWER QUESTION ONE AND ANY OTHER TWO**

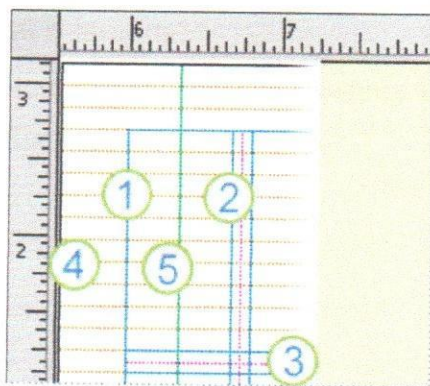
### QUESTION ONE [COMPULSORY] (24 MARKS)

- a) What do you understand by the term Desktop Publishing? [2 Marks]
- b) Differentiate between the following:- [6 Marks]
- i) Desktop publisher and a word processor.
  - ii) Adobe PageMaker and Adobe Photoshop
  - iii) Rotating and cropping of an object
- c) There are two categories of DTP software's. Explain giving examples each of the category. [2 Marks]
- d) State FIVE features of a Desktop publisher. [5 Marks]
- e) Mention the three main purposes of a desktop publishing software. [3 Marks]
- f) What do we mean by character Kerning [2 Marks]
- g) Adobe PageMaker offers the user rulers. State and explain the two types of rulers and its purpose in publication process. [4 Marks]

### QUESTION TWO (18 MARKS)

- a) Give three methods that are used to transform an object. [3 Marks]
- b) Kibabii University is holding its ball games competition this month. They have approached you to design an appreciation certificate to be issued to the participants during the day. Explain the step to be followed in the design using Microsoft Publisher template. [5 Marks]

- c) The diagram below shows different types of guides. Name number 1 – 5. [5 Marks]



- d) What are Palettes? Outline four commonly used palettes in Adobe PageMaker. [5 Marks]

### **QUESTION THREE (18 MARKS)**

- a) Differentiate Tracking from Kerning [3 Marks]
- b) Outline four things that are done during Page formatting [2 Marks]
- c) What is the difference between traditional publishing and Desktop Publishing? [4 Marks]
- d) Explain any THREE basic design concepts to apply when designing a document [6 Marks]
- e) State **THREE** reasons why you would prefer to have the business cards than a brochure as you go to attend a conference or on trip [3 Marks]

### **QUESTION FOUR (18 MARKS)**

A presidential aspirant for the forthcoming election has approached your publishing firm for the production of a campaign poster;

- a) Clearly explain all steps required to design a poster similar to the one shown below using Adobe PageMaker [6 Marks]
- b) Identify any six critical information that must be collected before starting the work [6 marks]
- c) There are several ways to Insert Pages in PageMaker, the explain, compare and contrast the TWO most commonly used way [6 marks]

### **QUESTION FIVE (18 MARKS)**

- a) What is layering? [2 Marks]
- b) Outline three methods of selecting text in a PageMaker publication [6 Marks]
- c) Define the following terms:-
  - i. Gutter [2 Marks]
  - ii. PageMaker Script [2 Marks]
  - iii. Leading [2 Marks]
  - iv. Page margins [2 Marks]
  - v. Text box margins [2 Marks]