



*(Knowledge for Development)*

# **KIBABII UNIVERSITY**

## **UNIVERSITY EXAMINATIONS**

**2021/2022 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

### **SPECIAL/SUPPLEMENTARY EXAMINATION**

**FOR THE DEGREE OF BACHELOR OF JOURNALISM & MASS  
COMMUNICATION**

**COURSE CODE: JMC 314.**

**COURSE TITLE: DESKTOP PUBLISHING**

**DATE: 14<sup>TH</sup> NOVEMBER, 2022**

**TIME: 2.00 - 4.00PM**

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#### **INSTRUCTION TO CANDIDATES**

Answer Question **ONE** and any other **TWO** Questions

**TIME: 2 Hours**

*This Paper Consists of 2 Printed Pages. Please Turn Over. ►*

**KIBU** observes **ZERO** tolerance to examination cheating.

**QUESTION ONE – COMPULSORY (30 MARKS)**

The University is interested in launching a magazine. Design a front cover for the soon to be launched magazine.

**QUESTION TWO (20 MARKS)**

Wekesa is a third year student of journalism and mass communication who seeks to contest for the presidency of the student union body. Using your knowledge of desktop publishing design a campaign poster.

**QUESTION THREE (20 MARKS)**

The DVC Academic Affairs intends to market the university. Design a full page advert promoting the image of the institution.

**QUESTION FOUR (20 MARKS)**

Using your knowledge of desktop publishing and design, create the following.

- a) Business card (10 marks)
- b) Brochure (10 marks)