

LAIKIPIA



COMM 211

UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

SECOND YEAR EXAMINATIONS FOR BACHELOR OF ARTS COMMUNICATION AND MEDIA

COMM 211: DESKTOP PUBLISHING EXAM

STREAM: R

TIME: 2 HRS

DAY: FRIDAY (11.30-13.30)

DATE: 30/01/2026

THIS QUESTION PAPER CONSISTS OF THREE (2 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS

Answer Question **One** and any other **Two** questions

Do not write on the question paper

QUESTION ONE

- a) Differentiate between the following terms as used in desktop publishing. **(8 marks)**
- i) Master page and page layout
 - ii) Electronic and virtual pages
- b) Explain any **six** components of desktop publishing. **(12 marks)**
- c) Discuss the application of desktop publishing in mass media. **(10 marks)**

QUESTION TWO

- a) State any **three** advantages that a desktop publishing software has over a word processor **(6 marks)**
- b) Analyse the importance of page layout in desktop publishing. **(14 marks)**

QUESTION THREE

- a) Discuss any **five** visual communications that can be created through DTP and their functions. **(10 marks)**
- b) You have been asked to produce your school' brochure. Describe any five design processes you would consider before you design your document. **(10 marks)**

QUESTION FOUR

- a) Analyse the relationship between the purpose of a publication, the audience of the publication and the layout of the public. **(12 marks)**
- b) Discuss any four design principles one should consider when preparing a desktop publication. **(8 marks)**

QUESTION FIVE

- a) You have been asked to design a magazine publication. Discuss five techniques you would employ to increase the overall legibility of the publication. **(10 marks)**
- b) Highlight on the hardware and software requirement for desktop publishing. **(10 marks)**