



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FOURTH YEAR/ FIRST SEMESTER

**SCHOOL OF ARTS, HUMANITIES, SOCIAL
SCIENCES & CREATIVE INDUSTRIES**

COURSE CODE: CMJ 4119-1

**COURSE TITLE: ELECTRONIC DESIGN AND
PUBLISHING**

DATE: DECEMBER 2023

TIME:

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions

*This paper consists of **TWO** printed pages. Please turn over*

QUESTION ONE

- a). Explain the meaning of electronic publishing. **(2 MARKS)**
- b). Discuss five products of electronic publishing. **(10 MARKS)**
- c). With illustrations describe the evolution and development of electronic publishing. **(8 MARKS)**

QUESTION TWO

The concept of 'e-publishing' covers a variety of publishing models and formats. Discuss three categories of e-publishing. **(15 MARKS)**

QUESTION THREE

- a). The Internet has provided writers a new way to reach vast audiences and promote publishing of e-documents. Explain the concept of print-on-demand e-publishing. **(6 MARKS)**
- b). Explain three advantages of print-on-demand publishing. **(9 MARKS)**

QUESTION FOUR

Discuss five principles of design you would apply when designing documents for e-publishing. **(15 MARKS)**

QUESTION FIVE

- a). Identify and explain **any three** software used in document design for e-publishing. **(9 MARKS)**
- b). List six tools from any design software you would use in designing documents for e-publishing. **(6 MARKS)**