



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS**

**2023/2024 ACADEMIC YEAR**

**THIRD YEAR FIRST SEMESTER**

**SCHOOL OF PURE, APPLIED AND HEALTH  
SCIENCES**

**BSC INFORMATION SCIENCES**

**COURSE CODE: INS 3234-1**

**COURSE TITLE: ELECTRONIC PUBLISHING**

**DATE: 30/5/24**

**TIME: 1100-1300HRS**

**INSTRUCTIONS TO CANDIDATES**

- Answer Question **ONE** and any other **TWO** questions

### **QUESTION ONE (COMPULSORY 20 MARKS)**

a) Briefly explain the following Concepts:

- i. Electronic Publishing **(2 marks)**
- ii. E-print **(2 marks)**
- iii. Multimedia **(2 marks)**
- iv. WYSIWYG **(2 marks)**
- v. Copyright **(2 marks)**

b) Discuss **THREE (3)** types of the Electronic Publishing. **(10 marks)**

### **QUESTION TWO (15 marks)**

a) Discuss **TEN (10)** advantages of the Electronic Publishing. **(10 marks)**

b) Discuss **THREE (3)** types of web hosting services. **(5 marks)**

### **QUESTION THREE (15 marks)**

a) Maasai Mara University has appointed you as a librarian in charge of electronic resources. Discuss **FIVE (5)** electronic publications which are used in Academic Institutions. **(10 marks)**

b) Explain **FOUR (4)** disadvantages of the CD-ROM. **(5 marks)**

### **QUESTION FOUR (15 marks)**

a) Explain the promotional strategies which you would use for electronic publications. **(10 marks)**

b) Discuss **THREE (3)** E-publishing models. **(5 marks)**

**END//**