



MAASAI MARA UNIVERSITY

**REGULAR UNIVESIRSTY EXAMINATIONS FOR
2018/2019 ACADEMIC YEAR
SCHOOL OF SCIENCE AND INFORMATION SCIENCES**

**FIRST YEAR: SECOND SEMESTER EXAMINATIONS
FOR
BACHELOR OF SCIENCE IN INFORMATION
SCIENCES**

**COURSE CODE: INS 1207
COURSE TITLE: INTRODUCTION TO PRINT
PRODUCTION**

DATE: 23RD APRIL 2019

TIME: 11.0AM-1.00PM

INSTRUCTIONS

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

QUESTION ONE (COMPULSORY 30 MARKS)

(a) Define and briefly discuss how the following concepts are applied in Print Production:

- i. Printing **(2marks)**
 - ii. Runs **(2marks)**
 - iii. Kern **(2marks)**
 - iv. Mean-line **(2marks)**
 - v. Paper **(2marks)**
- (b) The history of Printing in Kenya has undergone different periods. Discuss the Pre-Independence period of printing in Kenya. **(5 marks)**
- (c) Discuss the functions of Government Press in Kenya. **(5 marks)**
- (d) How is the full colour printing is utilized? **(5 marks)**
- (e) Explain the uses of bond paper in Printing Industry in Kenya. **(5 marks)**

QUESTION TWO

- a) Printing Industry like any other business in Kenya is faced with many challenges. Discuss any **FOUR (4)** of these challenges. **(10 marks)**
- b) A certain organization is experiencing problems with binding department. The organization has requested you as a Book Binder to propose **SIX (6)** binding tasks. Discuss. **(10 marks)**

QUESTION THREE

- a) Maasai Mara University wants to start a Binding Department and the Management has appointed you as a Printer. Discuss the role of printing in Kenyan society. **(12 marks)**
- b) Explain briefly the type face design in Printing Industry. **(8 marks)**

QUESTION FOUR

- a) Explain **FOUR (4)** printing methods that are used in Printing Industry in Kenya. **(10 marks)**
- b) What are the factors to consider before starting a printing business? **(10 marks)**

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