



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2019/2020 ACADEMIC YEAR
SECOND YEAR FIRST SEMESTER EXAMINATIONS**

**SCHOOL OF SCIENCE AND INFORMATION SCIENCES
BACHELOR OF SCIENCE IN INFORMATION
SCIENCES**

COURSE CODE: INS 2107

COURSE TITLE: DIGITAL PRINT PRODUCTION

DATE: 4TH DECEMBER 2019

TIME: 8.30- 10.30 AM

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE (COMPULSORY 30 MARKS)

- a) Explain the following concept:
- i. Digital Printing **(2 marks)**
 - ii. Computer-to -plate **(2 marks)**
 - iii. Variable data printing **(2 marks)**
 - iv. Raster image processor **(2 marks)**
 - v. Colorimetric **(2 marks)**
- b) Explain the elements in the Picture making. **(10 marks)**
- c) Discuss colour management as it is used in the Digital Printing Industry. **(10 marks)**

QUESTION TWO

- a) Assume that Maasai Mara University has decided to start a Digital Printing department. The University management has appointed you as officer in charge of the department. Discuss three digital printing technologies you would advise them to choose. **(10 marks)**
- b) Explain how Digital Printing Industries have benefited from Computer – to –plate technology. **(10 marks)**

QUESTION THREE

- a) Discuss the advantages of Digital Cameras over Film cameras. **(12marks)**
- b) Explain the advantages of using workflows in the printing Industry. **(8 marks)**

QUESTION FOUR

- a) Discuss the trends in the digital printing Industry **(10 marks)**
- b) Explain the Image Quality printing Industry. **(10 Marks)**

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