



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2018/2019 ACADEMIC YEAR  
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF ARTS & SOCIAL SCIENCES  
BACHELOR OF SCIENCE IN  
COMMUNICATION & PUBLIC  
RELATIONS/JOURNALISM**

**COURSE CODE: LAC 3104**

**COURSE TITLE: PHOTOGRAPHY FOR  
PUBLIC RELATIONS**

**DATE: 11<sup>TH</sup> DECEMBER 2018**

**TIME: 0830 – 1030 HRS**

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**INSTRUCTIONS TO CANDIDATES**

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

- Q1Qa- Initial correct exposure combination of Flamingos when an 18mm-300mm lens is set at 20mm is 1/30, f 8, ISO 100. But the photographer prefers 1/500, f 4.5, ISO 400 when the lens 300mm. Discuss. 16 marks
- b- Discuss idealism and realism in relation to photography? 14 marks
- Q2a – Explain the effects of zooming in on the subject. 6 marks
- b – Identify two shutters used in cameras stating two advantages and location of each. 14 marks
- Q3a – Describe the digital imaging process. 12 marks
- b – State the basics rules of capturing a photograph. 8 marks
- Q4a – Explain how to identify a good photograph. 8 marks
- b – Outline three early image processes stating each of their individual uniqueness. 12 marks
- Q5a – Describe three distinctive ways of manipulating light in photography. 12 marks
- b – Which two photojournalists are most concerned with reality as is? 4 marks

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