



**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: 23<sup>RD</sup> APRIL 2019**  
**1.00PM**

**TIME: 11.0AM-**

---

**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)**

//END