



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2023/2024 ACADEMIC YEAR

FIRST YEAR SECOND SEMESTER

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

BSC INFORMATION SCIENCES

COURSE CODE: INS 1210-1

**COURSE TITLE: DYNAMIC OF PRINT
PRODUCTION**

DATE: 13/5/2024

TIME: 100-1300 HRS

INSTRUCTIONS TO CANDIDATES

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

QUESTION ONE (COMPULSORY 20 MARKS)

a) Briefly explain the following Concepts:

- i. Printing **(2 marks)**
- ii. Computer -to- plate **(2 marks)**
- iii. Binding **(2 marks)**
- iv. Movable type **(2 marks)**
- v. Ink **(2 marks)**

b) Printing Industry like any other business in Kenya is faced with many challenges. Discuss **FOUR (4)** challenges facing the printers and printing industry in Kenya **(10 marks)**

QUESTION TWO (15 marks)

a) Offset printing is set of events, where one step lead to another before the final output is produced. Discuss **SIX (6)** printing process in offset printing. **(10 marks)**

b) Explain **FIVE (5)** uses of bond paper in the printing industry **(5 marks)**

QUESTION THREE (15 marks)

a) Discuss the advantages of Gravure printing method. **(10 marks)**

b) Explain the characteristics of Inks. **(5 marks)**

QUESTION FOUR (15 marks)

a) Discuss the typeface characteristics as used in the printing industry **(5 marks)**

b) Discuss the role of printing in Kenyan society. **(10 marks)**

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