



# **MAASAI MARA UNIVERSITY**

**REGULAR UNIVERSITY EXAMINATIONS  
2017/2018 ACADEMIC YEAR  
FIRST YEAR SECOND SEMESTER**

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

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

**DATE: 25<sup>TH</sup> APRIL, 2018**

**TIME: 1100 – 1300 HRS**

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## **INSTRUCTIONS**

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

### **QUESTION ONE (COMPULSORY 30 MARKS)**

(a) Briefly discuss the following terms:

- i. Sizing agents **(2marks)**
- ii. Family **(2marks)**
- iii. Movable type **(2marks)**
- iv. Pigmented liquid **(2marks)**
- v. Serif **(2marks)**

(b) Discuss the characteristics of Inks as used in printing firm **(10 marks)**

(c) Maasai Mara University wants to start a printing firm and the management has appointed you as a printer. Discuss the factors to consider before starting a printing business. **(10 marks)**

### **QUESTION TWO**

a) Discuss the negative effects of printing in the society. **(8 marks)**

b) A certain organization is experiencing problems with printing papers. The organization has requested you as a printer to propose **TEN** types of papers and their uses. Discuss. **(12 marks)**

### **QUESTION THREE**

a) Discuss the role of printing in the society. **(12 marks)**

b) Discuss **FOUR** finishing operations that are used in printing firm **(8 marks)**

### **QUESTION FOUR**

a) Explain various printing methods that are used in printing Industry **(12 marks)**

b) Discuss the factors to consider while making a printing quotation **(8 marks)**

**END//**