

MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS**

**2016/2017 ACADEMIC YEAR**

**FOURTH YEAR FIRST SEMESTER**

**SCHOOL OF ARTS AND SOCIAL SCIENCES**

**BACHELOR OF COMMUNICATION AND JOURNALISM**

**COURSE CODE: CMM 422**

**COURSE TITLE:DIGITAL PHOTOGRAPHY**

**DATE: 23RD JANUARY 2017 TIME: 0830 – 1030HRS**

**INSTRUCTIONS TO CANDIDATES**

1. Answer Question **ONE** and any other **TWO** questions
2. Do not write anywhere on this question paper

*This paper consists of* ***TWO*** *printed pages. Please turn over.*

**Question one**

1. Explain the meaning of the term digital photography and distinguish it from other forms of photography. **(4 marks)**
2. Highlight advantages of digital cameras over film cameras. **(6Marks)**
3. Justify the reasons for the widespread use of DSLR camera in photography. **(4Marks)**
4. Explain how you would apply the following camera controls in photography. **(16Marks)**
5. ISO Speed
6. Exposure meter
7. Exposure compensation
8. Camera shooting modes

**Question two**

Discuss factors you would consider in order to obtain sharp and steady pictures in digital photography. **(20 Marks)**

**Question three**

1. Explain the significance of performing white balance on your digital camera. **(8Marks)**
2. Describe the concepts F-stop and Aperture and explain how significant they are in digital photography. **(12 Marks)**

**Question four**

1. Identify and explain important camera accessories required in digital photography. **(10 Marks)**
2. Discuss FIVE file formats used by digital photographers in storing and transferring photographs. **(10 Marks)**

**Question five**

1. Name and explain THREE types of lenses used by digital photographers worldwide. **(12 Marks)**
2. You have been selected by the department to advice on the type of equipment to be procured for the media lab. Explain FOUR criteria you would use in selecting digital cameras. **(8 Marks)**

**//END**