

VI SEMESTER B.TECH (PRINT AND MEDIA TECHNOLOGY)

MAKEUP EXAMINATIONS, JUNE - JULY 2016

SUBJECT: OPEN ELECTIVE - PUBLISHING SCIENCE [PME 344]

REVISED CREDIT SYSTEM

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ANY FIVE FULL** questions.
- ❖ Missing data may be suitable assumed.

- | | | |
|-----|------------------------------------------------------------------------------------------------------------------------------|----|
| 1A. | What are the cognitive and practical skills that one will be able to develop while learning Natural Sciences and Technology? | 04 |
| 1B. | Explain twelve functions of Dockers which are useful in editing the contents of a Magazine. | 03 |
| 1C. | Explain how to write an effective Lead. | 03 |
| 2A. | Explain the points to be considered while writing for web medium. | 04 |
| 2B. | Explain in detail the key principles of Promotional writing. | 03 |
| 2C. | Bring out the difference between the Science and Technology? | 03 |
| 3A. | Explain the difference between the Raster and Vector based images. | 04 |
| 3B. | Explain the "Elements of Good Writing". | 03 |
| 3C. | What are the elements present in a E-Newsletter? Explain the advantages of E-Newsletter. | 03 |
| 4A. | Explain how "Abstract, Introduction, Methodology and Discussion" part of a scientific reporting needs to be written. | 04 |
| 4B. | Explain in detail the different types of publishing. | 03 |
| 4C. | Explain in short any 12 elements present in front and inside pages of a newspaper. | 03 |
| 5A. | Explain the "Principles of Journalism" and "Styles of Writing". | 04 |
| 5B. | What are the important points to be considered for Corporate writing? Explain. | 03 |
| 5C. | With a neat diagram, explain product life cycle. | 03 |
| 6A. | Explain the elements necessary to enhance the News value. | 04 |
| 6B. | Explain the points to be considered while writing for Television as a medium. | 03 |
| 6C. | Explain the explicit and indirect roles of Advertising. | 03 |