

Reg. No.



Manipal Institute of Technology, Manipal

(A Constituent Institute of Manipal University)



VI SEMESTER B.TECH (PRINT AND MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, MAY 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.** Explain the "Editorial, Nutgraph and Quotes" used to enhance the quality of the newspaper. **04**
- 1B.** Define Advertising and explain its importance in promotion of products and services. **03**
- 1C.** What are the considerations to be made while writing a technical text or language? Explain with examples. **03**
- 2A.** Explain the advantages and disadvantages of print and electronic media. **04**
- 2B.** Explain the importance of "Layers and Filters" utilized in Photoshop software for designing. **03**
- 2C.** With suitable examples explain the different types of News lead. **03**
- 3A.** Explain the window components available in CORELDRAW software to design Magazines. **04**
- 3B.** Explain in detail the different stages of publishing. **03**
- 3C.** Explain the points to be considered while writing for Radio as a medium. **03**
- 4A.** What are the recent advances and future trends in publishing? Explain. **04**
- 4B.** Explain "OP-ED" and some of the criteria's which determine the quality of a Newspaper. **03**
- 4C.** Explain the importance of "Overprinting and Trapping" options in designing. **03**

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- 5A.** What are the activities which can be performed on an audio editing software? **04**
Explain.
- 5B.** What are the factors to be considered to write an effective Lead. **03**
- 5C.** Explain the key principles to be applied to draft an effective promotional write-up. **03**
- 6A.** Explain the points to be considered while writing for web medium. **04**
- 6B.** What are the responsibilities of an Advertising Copy writer? Explain. **03**
- 6C.** Explain the points to be considered for effective Corporate writing? **03**