Reg. No. | | | | | | | | | |

MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
A Constituent Institution of Manipal University

SECOND SEMESTER M.TECH. (PRINTING AND MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, APR/MAY 2017

ELECTIVE III ELECTRONIC PUBLISHING TECHNOLOGY [PME 5236]

REVISED CREDIT SYSTEM
(29/04/2017)

Time: 3 Hours   MAX. MARKS: 50

Instructions to Candidates:
- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitably assumed.

1A. What is Web Crawler? Explain its working.

1B. With a neat flow chart, explain the DAMS component services.

1C. Explain the following forms of broadcasting:

    a) Internet Marketing

    b) Professional Web Publishing

    c) Online Video Publishing

    d) Mobile

[02 + 04 + 04]

2A. State eight advantages of E-Publishing.

2B. What are Smart cards? Explain its working, advantages and applications.

2C. Write a Latex program to display a table containing 4 rows and 3 columns, contents being the marks of 3 students with name and serial number.

[02 + 04 + 04]

3A. With a neat flow chart, explain the Transaction Processing Cycle in E-Commerce.

3B. With neat sketch, explain:

    a) Salting the password

    b) Lamport Onetime password

3C. Write a note on the following:

     a) EXIF

     b) NewsML

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[02 + 04 + 04]

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4A. Explain the working of a local search engine.

4B. Explain in detail the role of publisher and e-tailer in E-Publishing process.

4C. What is Phising and Spoofing? How can one protect oneself form Phishing in online environment? Explain.

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[02 + 04 + 04]

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5A. What does "Digital Rights Management" help us to enable? Explain.

5B. With neat flow charts, explain the processing of Credit Cards.

5C. Write an HTML code to display the following output:

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[02 + 04 + 04]

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