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MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

A Constituent Institution of Manipal University

SIXTH SEMESTER B.TECH. (PRINTING AND MEDIA ENGINEERING)

MAKEUP EXAMINATIONS, JUNE 2017

OPEN ELECTIVE II PUBLISHING SCIENCE (PMT 3286)

REVISED CREDIT SYSTEM

(24/06/2017)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ALL** the questions.

1A. What are the activities which can be performed on an audio editing software?
Explain.

1B. Explain the functions of Dockers which are useful in editing the contents of a Magazine.

1C. Explain "Principles of Journalism" and "Styles of Writing" in detail.

[03 + 03 + 04]

2A. Explain "OP-ED" and some of the criteria's which determine the quality of a Newspaper.

2B. Explain in detail the aspects to be considered for Corporate writing.

2C. Explain how "Title, Abstract, Methodology and Result Analysis" part of a scientific reporting needs to be written.

[03 + 03 + 04]

3A. Explain twelve important elements present in front and inside pages of a newspaper.

3B. Explain the points to be considered while writing for Television as a medium.

3C. While learning Science and Technology what cognitive and practical skills will an individual be able to learn? Explain.

[03 + 03 + 04]

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- 4A.** Explain "Overprinting and Trapping" options utilized in designing of multicolor printing jobs.
- 4B.** What are the things which should be avoided while writing a News lead? Explain in detail.
- 4C.** What are the responsibilities of an Advertising copy writer? Explain.

[03 + 03 + 04]

- 5A.** What are the key principles of Promotional writing? Explain in detail.
- 5B.** Explain in detail the advantages and disadvantages of four types of publishing.
- 5C.** What are the recent advances and future trends in publishing? Explain in detail.

[03 + 03 + 04]