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MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
A Constituent Institution of Manipal University

SIXTH SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)

END SEMESTER EXAMINATIONS, APR/MAY 2017

OPEN ELECTIVE II - PUBLISHING SCIENCE (PMT 3286)

REVISED CREDIT SYSTEM
(03/05/2017)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

- ❖ Answer **ALL** the questions.
- ❖ Missing data may be suitably assumed.

- 1A.** Explain in detail the different stages involved in publishing a book.
- 1B.** With examples, explain 6 different types of News lead.
- 1C.** Explain eight window components available in CORELDRAW software.

[03 + 03 + 04]

- 2A.** What are the important considerations to be made while writing for Radio?
 Explain in detail.
- 2B.** Explain product life cycle with a neat diagram.
- 2C.** How is electronic media different from print media? Explain with advantages and disadvantages.

[03 + 03 + 04]

- 3A.** Explain the functions and advantages of "Layers and Filters" utilized in Photoshop software for designing.
- 3B.** How to write an effective Lead? Explain in detail.
- 3C.** What are the important considerations to be made while writing for a web medium? Explain in detail.

[03 + 03 + 04]

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- 4A.** Explain in detail the importance of Advertising in promotion of products and services.
- 4B.** How Science and Technology are different from each other? Explain in detail.
- 4C.** How is Vector Image different from a Raster Based Image? Explain in detail.

[03 + 03 + 04]

- 5A.** What are the elements necessary to enhance the News value? Explain in detail.
- 5B.** Explain the "Editorial, Nutgraph and Quotes" used to enhance the quality of the newspaper.
- 5C.** What are the recent advances and future trends in publishing? Explain in detail.

[03 + 03 + 04]