



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

END SEMESTER EXAMINATIONS, APRIL 2018

SUBJECT: OPEN ELECTIVE II - PUBLISHING SCIENCE [PMT 3286]

**REVISED CREDIT SYSTEM
 (28/04/2018)**

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

❖ Answer **ALL** the questions

1A. Analyze how "Abstract, Introduction, Methodology and Discussion" part of a scientific reporting is written.

1B. Outline the points to be considered while writing for radio as a medium.

1C. With examples, explain the different types of news lead.

[04 + 03 + 03]

2A. What are the activities which can be performed on an audio editing software? Explain.

2B. Explain in detail the different stages of publishing.

2C. What are the elements presents in an E-Newsletter? Explain the advantages of an E-Newsletter.

[04 + 03 + 03]

3A. Describe the "Principles of Journalism" and "Styles of Writing".

3B. Differentiate "Editorial, Nutgraph and Quotes" used to enhance the quality of the newspaper.

3C. Point out the responsibilities of an advertising copywriter in detail.

[04 + 03 + 03]

4A. What are the recent advances and future trends in publishing? Explain.

4B. Summarize how to write an effective lead.

4C. State the importance of "Layers and Filters" utilized in Adobe Photoshop software for designing.

[04 + 03 + 03]

5A. Distinguish the merits and demerits of print and electronic media.

5B. Summarize the things which should not be done while writing a news lead.

5C. Illustrate and explain product life cycle.

[04 + 03 + 03]