


VII SEMESTER B.TECH. (PRINT AND MEDIA TECHNOLOGY)
END SEMESTER EXAMINATIONS, NOV/DEC 2018
SUBJECT: PE V, E-PUBLISHING [PMT 4009]
**REVISED CREDIT SYSTEM
(29/11/2018)**

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

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

1A. What are the main public interest criteria that the media needs to consider as social responsibility?

1B. Compare between the following E-Publishing models.

a. E-Journals b. E-Database c. E-Publishing on CD ROM.

1C. Explain the three different categories of electronic book publishing.

[04 + 03 + 03]

2A. Define Copyright and explain its limitations for applications in literary, dramatic, musical work and computer program.

2B. Define "Trademark" and explain in detail about the Indian "Trademark Act".

2C. Summarize the three major challenges of a Digital Library.

[04 + 03 + 03]

3A. Distinguish major four cryptographic mechanisms utilized in DRM systems.

3B. Explain the features of LATEX Publishing software.

3C. Outline the main objectives of "Information Technology & Convergence bill".

[04 + 03 + 03]

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- 4A.** Explain in detail about the four different types of DAM systems.
- 4B.** Describe the various contents present in an E-Book.
- 4C.** Differentiate between annotations, distribution and workflow techniques used in a Document Management System.

[04 + 03 + 03]

- 5A.** Explain the difference between a 3GP Audio File, MP3, FLV and WMV file formats.
- 5B.** Explain two different types of Metadata with examples.
- 5C.** Explain in detail the difference between Traditional and Self-Publishing.

[04 + 03 + 03]