



MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

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

MAKEUP EXAMINATIONS, JUNE 2019

SUBJECT: OE II - PUBLISHING SCIENCE [PMT 3286]

REVISED CREDIT SYSTEM

(20/06/2019)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

❖ Answer **ALL** the questions.

- 1A. Distinguish the merits and demerits of print and electronic media.
- 1B. Summarize the aspects which needs to be avoided while writing a News lead.
- 1C. Illustrate and explain the different stages of product life cycle.
[04 + 03 + 03]
- 2A. What are the recent advances and future trends in publishing? Explain.
- 2B. Explain the important points to be considered to write an effective Lead.
- 2C. State the importance of "Layers and Filters" utilized in Photoshop software for designing.
[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 copy writer in detail.
[04 + 03 + 03]
- 4A. What are the activities which can be performed on an audio editing software? Explain.
- 4B. Explain the different stages of publishing in detail.
- 4C. What are the elements presents in an E-Newsletter? Explain the advantages of an E-Newsletter.
[04 + 03 + 03]
- 5A. Differentiate between "Abstract, Introduction, Methodology and Discussion" parts of a scientific report.
- 5B. Outline the points to be considered while writing for Radio as a medium.
- 5C. Explain any six types of leads which can be utilized for news publishing.
[04 + 03 + 03]