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MANIPAL INSTITUTE OF TECHNOLOGY
MANIPAL
(A constituent unit of MAHE, Manipal)

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

END SEMESTER EXAMINATIONS, APRIL/MAY 2019

SUBJECT: OE II - PUBLISHING SCIENCE [PMT 3286]

REVISED CREDIT SYSTEM
(06/05/2019)

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

❖ Answer **ALL** the questions.

- 1A. Explain the difference between the Raster and Vector based images utilized in a page layout.
- 1B. Explain "OP-ED" and the criteria's which determine the quality of a Newspaper.
- 1C. Distinguish the explicit and indirect roles of Advertising.

[04 + 03 + 03]

- 2A. Explain the window components available in CORELDRAW software to design Newspaper.
- 2B. Explain the important points to be considered to "Write an Effective Lead".
- 2C. Explain the points to be considered while writing for Television as a medium.

[04 + 03 + 03]

- 3A. Explain the cognitive and practical skills that learners will be able to develop while learning Natural Sciences and Technology?
- 3B. Explain the "Elements of Good Writing" for both print and internet as a medium.
- 3C. Illustrate and explain the different stages of product life cycle.

[04 + 03 + 03]

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- 4A.** Summarize the points to be considered while writing for web medium.
- 4B.** What are the key principles of Promotional Writing? Explain.
- 4C.** Name and explain four methods of publishing available in the publishing industry.

[04 + 03 + 03]

- 5A.** What are the elements necessary to enhance the News value? Explain in detail with examples.
- 5B.** Explain in detail the important points to be considered for Corporate writing.
- 5C.** With examples, explain the role of advertisement in promotion of products and services.

[04 + 03 + 03]