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MANIPAL INSTITUTE OF TECHNOLOGY

MANIPAL

(A constituent unit of MAHE, Manipal)

VI SEMESTER B.TECH. (MEDIA TECHNOLOGY)

MAKEUP - END SEMESTER EXAMINATIONS, JULY 2022

SUBJECT: OPEN ELECTIVE – PUBLISHING SCIENCE [MED 4304]

REVISED CREDIT SYSTEM

Time: 3 Hours

MAX. MARKS: 50

Instructions to Candidates:

❖ Answer **ALL** the questions.

- 1A. Differentiate science and technology with reference to it's Focus, Developmental methods, most observed qualities and skills needed to excel?
- 1B. Discriminate the Straight, Descriptive and Quotation lead.
- 1C. Classify and explain the different styles of writing for a print media, explain.

[04 + 03 + 03]

- 2A. Analyze the things to be considered while writing Title and Abstract for a scientific report.
- 2B. Compare the different "Modes" in which the layout can be viewed and edited in CORALDRAW software.
- 2C. Describe any Eight important elements of a news paper's inside page layout.

[04 + 03 + 03]

- 3A. Point out the principles to be considered to write for web media? / How is web media different from the conventional media, what are the important considerations to be made while writing for web media?
- 3B. Discuss any six elements of a news which enhances the news value.
- 3C. Differentiate the benefits and drawbacks of self-publishing and Traditional Publishing.

[04 + 03 + 03]

- 4A. Summarize the explicit roles of advertising to the society.
- 4B. Explain the difference between the Raster and Vector based files.
- 4C. Distinguish the advantages of electronic media over the print media.

[04 + 03 + 03]

- 5A. Define Lead, explain the points to be considered while writing an effective Lead.
- 5B. List the four principles of journalism need to be followed in mass media. Associate any one ill effect caused if each of the principles are not followed.
- 5C. Explain any six key principles important for effective promotional writing.

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[04 + 03 + 03]

CHAPTER	MARKS	QUESTION NUMBERS	COURSE OBJECTIVES
Chapter 1	8	1A, 3A	CO1
Chapter 2	11	1B, 5A,3B	CO2
Chapter 3	10	1C,3C, 5B	CO3
Chapter 4	10	2A, 4A, 5C	CO4
Chapter 5	8	4B, 2B,4C	CO5
Chapter 6	2	2C	CO5