



### VI SEMESTER B.TECH. (MEDIA TECHNOLOGY)

### END SEMESTER EXAMINATIONS, MAY 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. Define Publishing. State the benefits and drawbacks of self-publishing and Traditional Publishing.
- 1B. Explain any six elements of a news which enhances the news value.
- 1C. What are 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?

[ 04 + 03 + 03 ]

- 2A. Define Advertising and explain the explicit role of advertising to the society.
- 2B. Explain the different "Modes" in which the layout can be viewed and edited in CORALDRAW software.
- 2C. Explain in detail the advantages of the electronic media over the print media.

[ 04 + 03 + 03 ]

- 3A. What is the difference between science and technology with reference to it's Focus, Developmental methods, most observed qualities and skills needed to excel?
- 3B. With an example, explain the difference between Straight, Descriptive and Quotation lead.
- 3C. Explain the different styles of writing for a print media, explain.

[ 04 + 03 + 03 ]

- 4A. Explain in detail the things to be considered while writing Title and Abstract for a scientific report.
- 4B. Explain the difference between the Raster and Vector based files.
- 4C. Explain any Eight important elements of a news paper's inside page layout.

[ 04 + 03 + 03 ]

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

[ 04 + 03 + 03 ]

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| 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               |