

**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