

xv) Write about indirect cost.

No. of Printed Pages : 4

Roll No.

105354

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Write in detail about e-publishing and its importance in today's world.
- Q.4 Describe in detail about characteristics of Children books.
- Q.5 Describe in detail about emerging technologies in publication industry.
- Q.6 Explain in detail about difference between costing and estimating?
- Q.7 Modern type-setting practices revolutionized the entire publishing industry. Justify?

(40)

(4)

105354

5th Sem. / Printing Tech.

Subject : Publishing Technology

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define Book.
- b) Define Copy.
- c) Define Publishing House.
- d) Explain Copy Right Act.
- e) Define Library Edition.
- f) Define Cost.
- g) Define Journals.
- h) Explain Type-setting.
- i) Explain Promotion of published books.
- j) List types of Lamination.

(1)

105354

- k) Define Margin.
- l) Explain Tabloid.
- m) Define e-Publishing.
- n) Explain Server.
- o) Explain Gutter Margin.
- p) Define Bar Code.
- q) Explain Spin of a Book.
- r) Explain Non Image Area.

SECTION-B

Note: Short answer type questions. Attempt any ten parts
10x4=40

- Q.2
- i) What do you understand by Publishing industry?
 - ii) Describe importance of costing for publication industry.
 - iii) Define Bar code and its importance in modern era.

(2)

105354

- iv) Discuss Licenses required for bringing publications.
- v) Discuss RNI and its role in publishing industry.
- vi) Write about main characteristics of Technical books.
- vii) Write about importance of internet in publishing industry.
- viii) List parts of a book.
- ix) Explain importance of proof reading in composed pages.
- x) Discuss technical requirements for e-publishing.
- xi) Explain Copy Right Act and its role in publishing industry.
- xii) List production activities related to Book-Publishing.
- xiii) Write about essentials of a good Manuscript.
- xiv) Write about quality standard for publications.

(3)

105354