

### SECTION-C

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

- Q.3 Discuss on e-publishing in detail.
- Q.4 Discuss on quality standard for publications in detail.
- Q.5 Write a note on costing and estimations for publications.
- Q.6 Discuss on different binding techniques for publications.
- Q.7 Write a note on future of publishing technology.

No. of Printed Pages : 4

Roll No. ....

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**5th Sem. / Printing Tech.**

**Subject : Publishing Tech.**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

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

- Q.1 a) Scope of publishing technology.
- b) Use of publishing technology.
- c) Basics of publishing technology.
- d) Medical books publication.
- e) Newspaper publication.
- f) Textbook publication.
- g) Meaning of manuscripts.
- h) Parts of a book.

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- i) Proof reading.
- j) Book production.
- k) Techniques of publication.
- l) Definition of costing.
- m) Definition of estimating.
- n) Marketing promotion.
- o) Distribution channel.
- p) Copy right act.
- q) Bar codes.
- r) ISBN.

### SECTION-B

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

Q.2 i) Importance of internet.

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- ii) Applications of internet.
- iii) Importance of e-publishing.
- iv) Quality standard for publication.
- v) Distribution of published books.
- vi) Estimation for publications.
- vii) Production technologies in publishing.
- viii) Various pre-press operations.
- ix) Various press operations.
- x) Various parts of a book and their importance.
- xi) Meaning of CRC.
- xii) Importance of typesetting.
- xiii) Various steps in newspaper publications.
- xiv) Advantages of book publishing.
- xv) Limitations of book publishing.

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