

**DIPLOMA IN ENTREPRENEURSHIP AND
SKILL DEVELOPMENT**

**Term-End Examination
December, 2011**

**BVEE-002 : PUBLISHING AND PRINTING
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : There are two sections in this paper. Section - I is of 40 marks and is compulsory. Section - II comprises 4 questions of 20 marks each. You may attempt any three questions of Section - II. No negative marking.

SECTION - I

(40 Marks)

1. Multiple choice questions. Write the correct answers : 2
- (a) How many digits are in ISBN ?
- (i) 15 (ii) 9 (iii) 13
- (b) Which colour do we get when we mix Green and Red ? 2
- (i) Magenta
- (ii) Cyan
- (iii) Black

- (c) NBT stands for : 2
- (i) Northern Book Trade
 - (ii) National Book Trust
 - (iii) New Book Treaty
- (d) In India, in which city the World Book Fair is held ? 2
- (i) Kolkata
 - (ii) Chennai
 - (iii) New Delhi
- (e) What is the full form of EDI ? 2
- (i) Electronic Data Interchange
 - (ii) Electricity Department of India
 - (iii) Electronic Digital Interlocking
- (f) What is recto ? 2
- (i) Odd numbered page of a leaf
 - (ii) Even numbered page of a leaf
 - (iii) A single sheet of a book where both sides are printed
- (g) Which number stands for India in ISBN ? 2
- (i) 28 (ii) 18 (iii) 81
- (h) What is the full form of DTP ? 2
- (i) Desk type printing.
 - (ii) Desk top publishing
 - (iii) Direct type printing.
- (i) In lithographic printing, the printing plates are made of them. 2
- (i) Copper sheet
 - (ii) Aluminium sheet
 - (iii) Steel sheet

- (j) In which language the largest number of newspapers and magazines are published in India ? 2
- (i) Hindi
 - (ii) English
 - (iii) Malayalam

(Following four questions from question No.2 to question No. 5 are to be answered in 100-150 words each.)

2. What is content planning and content development ? What guidelines writers and editors should generally follow while developing content ? 5
3. What is word processor ? What are page layout and page maker ? 5
4. What are the functions and advantages of ISBN ? 5
5. What are the two main categories of publishing these days, and what career opportunities are available in publishing industry ? 5

SECTION - II

(60 Marks)

(Attempt *any three* questions) : 4x5=20

6. (a) What are the four post press operations ?
(b) What are binding and cutting ?
(c) Explain guidelines for proof reading.
(d) What is E-Book ? Explain merits and demerits of E-book.
7. (a) What is digital printing process ? 2x10=20
(b) What is screen printing process ?
8. Describe the following with examples : 4x5=20
(a) Leaf
(b) Verto
(c) Octavo
(d) Bifolio
9. (a) What is copyright and who holds it in publishing industry ? 4x5=20
(b) What is royalty and who pays it to whom in book trade ?
(c) What is a pirated edition in publishing ?
(d) Which Union Ministry is concerned with copyright and piracy issues in publishing industry in India ?
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