

00480

**DIPLOMA IN ENTREPRENEURSHIP AND  
SKILL DEVELOPMENT**

**Term-End Examination**

**June, 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 answer :

- (a) What is the full form of FIP ? 2
- (i) Federation of Indian Publishers.
  - (ii) Federation of International Publishers.
  - (iii) Free India Publishing.
  - (iv) None of above.
- (b) What is the full form of NBT ? 2
- (i) New Book Trust.
  - (ii) National Book Trust.
  - (iii) National Biography Trust.
  - (iv) None of above.

- (c) Which are basic colours ? 2
- (i) Blue, red, yellow, black
  - (ii) Green, blue, purple, black
  - (iii) Black, yellow, orange, red
  - (iv) Red, blue, white, black
- (d) Which colour Megenta is also known as : 2
- (i) Black (ii) Red
  - (iii) Blue (iv) Yellow
- (e) Give full form of e-publishing : 2
- (i) e-mail publishing.
  - (ii) Electronic publishing.
  - (iii) Editorial publishing.
  - (iv) None of these.
- (f) Book binding is a : 2
- (i) Pre press operation.
  - (ii) Post press operation.
  - (iii) Press operation.
  - (iv) Printing process.
- (g) What is bifolio ? 2
- (i) When a single sheet is folded into half.
  - (ii) End paper.
  - (iii) A section that is printed.
  - (iv) None of these.
- (h) CMYK stands for : 2
- (i) Cyan, megenta, yellow, black
  - (ii) Cyan, green, orange, black
  - (iii) Black, red, yellow, white
  - (iv) Cyan, megenta, black, yellow

- (i) Which printing process is used for sharp fine images of high quality ? 2
- (i) Lithographic
  - (ii) Flexographic
  - (iii) Gravure
  - (iv) Digital
- (j) World Book fair is held in India every : 2
- (i) Year
  - (ii) Second year
  - (iii) Third year
  - (iv) Fourth year
2. Name three Indian and two Foreign publishers in the country. 5
3. What is a paper book binding ? 5
4. Describe major inventions that developed publishing industry. 5
5. Describe three main segments of publishing industry. 5

**SECTION - II**  
**(60 Marks)**

Attempt any three questions.

6. Describe the functions of the following : 4x5=20
- (a) Production Manager
  - (b) Type Setter
  - (c) Copy Editor
  - (d) Printer
7. (a) In what areas ISBN help publishing industry ? 4x5=20
- (b) What code number stands for India in ISBN ? Give example.
  - (c) Explain all elements of ISBN.
  - (d) Is ISBN assigned to every title and to a revised edition ? Explain.
8. Write a short note on copyright and issues related to its infringements. Which Union Ministry is responsible for its implementation ? 20
9. Explain screen printing process and make a line diagram for it. 20
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