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BVEE-002

92200

DIPLOMA IN ENTREPRENEURSHIP AND SKILL DEVELOPMENT

Term-End Examination December, 2010

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 ISBN?

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- (i) Indian Society Book Number.
- (ii) International Standard Book Number.
- (iii) Indian Standard Book Number.
- (iv) None of above.

originated?					
(i)	India	(ii)	Germany		
(iii)	China	(iv)	England		
How many digits are in ISBN ?					
(i)	9	(ii)	11	2	
(iii)	13	(iv)	15	:	
Cyan is also known as :-					
(i)	Red	(ii)	Blue	2	
(iii)	Black	(iv)	Yellow		
What does DTP stand for ?					
(i)	Data top printing.				
(ii)	Desk top publishing.				
(iii)	Desk Type Publishing.				
(iv)	(iv) None of above.				
Proof reading is a					
(i)	(i) Prepress operation.				
(ii)	Postpress operation.				
(iii)	Press operation.				
(iv) Printing operation.					
DTP tools combine					
(i)	i) Personal computer, page layout software, printer.				
(ii)	Personal computer, plate, cylinder.				
(iii)	Page layout software, plate.				
(iv)	Personal compu	iter, so	ft copy, Printer.		
	orig (i) (iii) Hov (i) (iii) Cyan (i) (iii) (iii) (iii) (iv) Proc (i) (ii) (iii) (iv) DTP (i) (iii) (iii)	originated? (i) India (iii) China How many digits are (i) 9 (iii) 13 Cyan is also known a (i) Red (iii) Black What does DTP stand (i) Data top printi (ii) Desk top publis (iii) Desk Type Publis (iii) Desk Type Publis (iv) None of above. Proof reading is a (i) Prepress operation (ii) Postpress operation (iv) Printing operation (iv) Printing operation (iv) Personal composition (ii) Personal composition (iii) Page layout soft	originated? (i) India (ii) (iii) China (iv) How many digits are in ISE (i) 9 (ii) (iii) 13 (iv) Cyan is also known as:- (i) Red (ii) (iii) Black (iv) What does DTP stand for? (i) Data top printing. (ii) Desk top publishing. (ii) Desk top publishing. (iii) Desk Type Publishing (iv) None of above. Proof reading is a (i) Prepress operation. (ii) Postpress operation. (iii) Press operation. (iii) Press operation. (iv) Printing operation. DTP tools combine (i) Personal computer, place of the proof of the printer. (ii) Page layout software,	originated? (i) India (ii) Germany (iii) China (iv) England How many digits are in ISBN? (i) 9 (ii) 11 (iii) 13 (iv) 15 Cyan is also known as:- (i) Red (ii) Blue (iii) Black (iv) Yellow What does DTP stand for? (i) Data top printing. (ii) Desk top publishing. (iii) Desk Type Publishing. (iv) None of above. Proof reading is a (i) Prepress operation. (ii) Postpress operation. (iii) Press operation. (iv) Printing operation. DTP tools combine (i) Personal computer, page layout software, printer. (ii) Page layout software, plate, cylinder. (iii) Page layout software, plate.	

	(h)	What is Octaro?				
		(i)	Eight leaves made out of a sheet.			
		(ii)	Four leaves made out of two sheets.			
		(iii)	Two leaves made out of a sheet.			
		(iv)	None of these.			
	(i)	Whi	ch printing process is generally used on	2		
		cloth, paper and glass.				
		(i)	Screen			
		(ii)	Letterpress	,		
		(iii)	Gravure			
		(iv)	Digital			
	(j)	World Book Fair (2010) is held in India in				
		(i)	Kolkata			
		(ii)	Chennai			
		(iii)	New Delhi			
		(iv)	Bangalore			
2.	Desc	ribe t	wo major categories of publishing in	5		
	mod	ern tii	mes.			
3.	Desc	cribe	two important developments that	5		
	pron	noted	printing industry.			
4.			the characteristics of hard cover	5		
	bind	ing?				
_	_					
5.	Desc	ribe t	he main functions of a proof reader.	5		

SECTION - II

(Attempt any three questions):

Describe the main functions of the following:				
(a)	Editor 4x5=20)		
(b)	Publisher			
(c)	Marketing manager.			
(d)	DTP operator.			
(a)	What are the advantages of ISBN ? $4x5=20$)		
(b)	Where do we generally find ISBN in a book? Explain.			
(c)	Do we have a ISBN for e-Publishing? And Describe.			
(d)	Why is ISBN given in coded form?			
)		
(a) (b)	Explain screen printing in detail. 10 Explain the Printing Process with Diagram. 10			
	(a) (b) (c) (d) (a) (b) (c) (d) Write on pro (a)	 (a) Editor (b) Publisher (c) Marketing manager. (d) DTP operator. (a) What are the advantages of ISBN? (b) Where do we generally find ISBN in a book? Explain. (c) Do we have a ISBN for e-Publishing? And Describe. (d) Why is ISBN given in coded form? Write a short note on piracy and its adverse effect on publishing industry. (a) Explain screen printing in detail. (b) Explain screen printing in detail. (c) Do we have a ISBN given in coded form? 		