

**DIPLOMA IN ENTREPRENEURSHIP AND
SKILL DEVELOPMENT**

00376

**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 ? 2
- (i) Indian Society Book Number.
- (ii) International Standard Book Number.
- (iii) Indian Standard Book Number.
- (iv) None of above.

- (b) In which country the art of printing originated ? 2
- (i) India (ii) Germany
(iii) China (iv) England
- (c) How many digits are in ISBN ? 2
- (i) 9 (ii) 11
(iii) 13 (iv) 15
- (d) Cyan is also known as :- 2
- (i) Red (ii) Blue
(iii) Black (iv) Yellow
- (e) What does DTP stand for ? 2
- (i) Data top printing.
(ii) Desk top publishing.
(iii) Desk Type Publishing.
(iv) None of above.
- (f) Proof reading is a 2
- (i) Prepress operation.
(ii) Postpress operation.
(iii) Press operation.
(iv) Printing operation.
- (g) DTP tools combine 2
- (i) Personal computer, page layout software, printer.
(ii) Personal computer, plate, cylinder.
(iii) Page layout software, plate.
(iv) Personal computer, soft copy, Printer.

- (h) What is Octavo ? 2
- (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) Which printing process is generally used on cloth, paper and glass. 2
- (i) Screen
 - (ii) Letterpress
 - (iii) Gravure
 - (iv) Digital
- (j) World Book Fair (2010) is held in India in 2
- (i) Kolkata
 - (ii) Chennai
 - (iii) New Delhi
 - (iv) Bangalore
2. Describe two major categories of publishing in modern times. 5
3. Describe two important developments that promoted printing industry. 5
4. What are the characteristics of hard cover binding ? 5
5. Describe the main functions of a proof reader. 5

SECTION - II

(Attempt *any three* questions) :

6. Describe the main functions of the following : 4x5=20
- (a) Editor
 - (b) Publisher
 - (c) Marketing manager.
 - (d) DTP operator.
7. (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 ?
8. Write a short note on piracy and its adverse effect on publishing industry. 20
9. (a) Explain screen printing in detail. 10
- (b) Explain the Printing Process with Diagram. 10
-