

**DIPLOMA IN ENTREPRENEURSHIP AND
SKILL DEVELOPMENT**

Term-End Examination

June, 2010

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

Time : 3 hours

Maximum Marks : 100

Note : There are two sections in this paper. Section - 1 is of 40 marks and is compulsory. Section - 2 comprises 4 questions of 20 marks each. You may attempt any three questions of Section - 2. No negative marking.

SECTION - 1

(40 Marks)

1. *Multiple choice questions. Write the correct answers :*

- (a) What is the other name of stencil ? 2
(i) Plate
(ii) Scale
(iii) Screen
- (b) Which element is *not* included in factors of production ? 2
(i) land
(ii) labour
(iii) house

- (c) Which is *not* in e-book ? 2
- (i) Palm
 - (ii) Book
 - (iii) Pocket PC
- (d) In which year was off-set printing method discovered ? 2
- (i) 1960
 - (ii) 1920
 - (iii) 1945
- (e) Generally which cover is used for spiral binding ? 2
- (i) Plastic
 - (ii) Paper
 - (iii) Cardboard
- (f) The full form of ISBN is : 2
- (i) International State Book Number
 - (ii) International Standard Book Number
 - (iii) Indian Standard Bar Note
- (g) Which are the basic colours in Printing ? 2
- (i) Green, Orange and White
 - (ii) Green, Blue and Red
 - (iii) Yellow, Red and Blue

- (h) When we have to put images, which DTP tool is used ? 2
- (i) Photoshop
 - (ii) Adobe reader
 - (iii) Coral Draw
- (i) For what purpose is word processor used ? 2
- (i) To draw image
 - (ii) To type and edit
 - (iii) To paint
- (j) When did the art of printing start ? 2
- (i) 6th century
 - (ii) 10th century
 - (iii) 15th century

(Following 4 questions from Q. 2 to Q. 5 are to be answered in 100-150 words) :

2. What are the steps to be kept in mind ? When you write an article or a feature ? 5
3. Write five steps for paragraph development. 5
4. Describe recruitment process. 5
5. Name some developments in modern printing industry. 5

SECTION - 2

(60 Marks)

- (Attempt any three questions) :* **4x5=20**
6. (a) What is Proof reading ?
(b) Discuss its process.
(c) Differentiate between Copy editing and Proof reading ?
(d) What are proof reading marks ?
7. (a) Give an overview of publishing industry in India. **2x10=20**
(b) Do you see growth of publishing in regional language in India ? Explain.
8. (a) What is editorial calendar ? **4x5=20**
(b) What are its basic elements, explain ?
(c) What are the uses of editorial calendar ?
(d) Who are the main government publishers of books in India ?
9. (a) What is offset printing ? **4x5=20**
(b) Discuss various types of offset printing operations.
(c) How offset printing is different than Gravure printing ?
(d) What is Rota offset printing ?