



QP CODE: 24001217

Reg No :

Name :

B.A DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS, MARCH 2024

Sixth Semester

B.A History Model II Communication and Publishing Sciences

VOCATIONAL COURSE - HY6VOT06 - BOOK PRODUCTION AND MANAGEMENT

2017 Admission Onwards

9EB307AF

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are the duties of a production department?
2. What is pressmarking?
3. Hot metal composing.
4. Burst binding.
5. Gravure printing.
6. Hologram printing.
7. What is Postscript?
8. Point out the scope of laser printers.
9. Word processing software.
10. Adobe pagemaker.
11. Ira W Rubel.
12. Block making.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. What is the difference between House style and Style Manuel?





14. Examine the different methods used for casting off.
15. What are the qualities needed in a layout person and why?
16. Relevance of proof reader in a publishing house.
17. What is Typography?
18. Which are the basic components of a computer?
19. Which are the graphics softwares used in DTP?
20. Write the difference between halftone and line illustration.
21. What is colour separation?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the principles of design.
23. Write an essay about the on demand printing process?
24. Describe about the different types of scanners.
25. Review the different methods of filming and scanning.

(2×15=30)

