

QP CODE: 24027525



Reg No :
Name :

**B.A DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Third Semester

B.A History Model II Communication and Publishing Sciences

**VOCATIONAL COURSE - HY3VOT03 - PRINCIPLES AND METHODS OF
PUBLISHING SCIENCE**

2017 Admission Onwards

F027D242

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. Optical centre and mathematical centre.
2. Cold type setting.
3. Standard proof reader's symbols.
4. Outer forme.
5. Quarto and Octavo.
6. Define printing.
7. Mechanical binding.
8. Broadsheet.
9. Masthead.
10. Centrespread.
11. What is the difference between magazine design and newsletter design?
12. What is the first principle in publishing?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Define the term book and trace its genesis.
14. What are the details included in the marking up of a book?
15. What is layout and also write its different styles?
16. Write a short essay about the planning of margins.
17. Explain the different parts of a book cover
18. Define periodicals. Mention the categories of publications that can be classified as periodicals.
19. Write notes on Newspaper page make-up.
20. How is newsletter different from a magazine?
21. What are the advantages of e-book?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Analyse the role of an editor in the preparation of the script.
23. Write an essay about the page make – up of a book.
24. Write an essay about the format of a newsletter.
25. Write an essay about the different types of e-book compilers.

(2×15=30)

