

B.E / B.Tech (Full - Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2014

**PRINTING TECHNOLOGY BRANCH
SECOND SEMESTER**

PT8201 PRINCIPLES OF PRINTING ENGINEERING AND TECHNOLOGY

(Regulation 2012)

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. How engineering is different from science?
2. Define: Data.
3. What is typography?
4. Write the purpose of layout.
5. State some factors that affect the selection of media.
6. Write a short note on maps.
7. Name some finishing operations
8. Why we need image carrier?
9. Brief the various limitations of gravure printing processes.
10. Justify the need for curing.

Part – B (5 x 16 = 80 marks)

11. Explain how the selection and co-ordination between designer, customer and printer is important for effective production process.

12. a) Explain the design concepts of any two layout styles with the rough sketch in detail.

OR

- b) Describe various stages of layout design for a fast moving consumer goods

13. a) Describe the various factors that are important for designing a magazine and poster.

OR

- b) Discuss the design elements and factors to be considered for designing interactive and transit advertisement.

14. a) i. Using a clear diagram explain the concept and limitations of offset printing in detail (10)
ii. Write short note on varnishing (6)

OR

- b) With the help of neat sketch explain any one printing method used for packaging in detail.

15. a) Explain all the stages involved in the designing a process or solving problem in detail with the example.

OR

- b) i. With the example explain how the engineers are effective as a problem solver.(8)
ii. Write a short note on structure of technical report. (8)