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

**PRINTING TECHNOLOGY BRANCH  
SIXTH SEMESTER**

**PT9351 ELECTRONIC PUBLISHING**

(Regulation 2008)

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

**PART-A (10 x 2 = 20 Marks)**

1. State the significant features of e- publishing.
2. Compare the features of e-journal and e-newspaper
3. What is vanity publishing?
4. Name any five publishing companies.
5. Differentiate copy editing and pre-editing:
6. State few important features of image manipulation software in e- publishing.
7. Write short note on parser.
8. Why we need DTD?
9. Brief the components of e-Publishing model.
10. What is B2C?

**Part – B ( 5 x 16 = 80 marks)**

11. a) Explain the concept and working principle of any two e- ink technology using neat diagram.
12. a) Explain the basic functions of an e-publishing company with the clear flowchart in detail.  

**OR**

b) With the help of neat flowchart describe the various stages of digital workflow in detail.
13. a) i. Discuss the various factors to be considered for designing the layout for book publishing. (10)  
ii. Write down the significance of Digital Asset Management. (6)  

**OR**

b) i. Discuss the factors considered for designing the Webpage layout. (10)  
ii. Write a short note on file management. (6)
14. a) What is Mark-up language? Discuss the feature that makes XML as effective publishing software.  

**OR**

b) i. Write the need and specification of pagination software in detail. (8)  
ii. Describe the importance of scripting language. (8)
15. a) Describe the functions and basic components of DRM architecture in detail.  

**OR**

b) Discuss briefly internet business models used in self publishing.