

Time : 3 hrs

Max Mark:100

ANSWER ALL QUESTIONS

Part – A (10 x 2 = 20 Mark)

1. What are the advantages of e-publishing?
2. What is Usenet?
3. What is database marketing?
4. What is a markup language?
5. Write any two forms of internet advertising.
6. What are the distinct characteristics of SGML?
7. What are the significant features of PDF?
8. What is VHS video format?
9. What are the document standards used in e-publishing?
10. What are the types of optical storage disks?

Part – B (5 x 16 = 80 Mark)

11. Explain in detail about FTP and its transfer modes.
12. a. Explain in detail about internet and intranet.  
(or)  
b. Write short notes on Digital library and telnet.
13. a. Explain in detail about XML, XML DTD and XML Schema.  
(or)  
b. Explain about the features of TeX, LaTeX and 3B2 softwares.
14. a. Discuss in detail about multimedia authoring and the types of softwares used.  
(or)  
b. Discuss in detail about the various file formats used for audio in multimedia presentations.
15. a. Explain in detail about the CD-ROM manufacturing process.  
(or)  
b. Explain in detail about the stages in CD-ROM publishing.