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B.E. (Full Time) DEGREE END SEMESTER EXAMINATIONS, NOV / DEC 2013  
PRINTING TECHNOLOGY BRANCH  
SECOND SEMESTER  
**PT 8201 - PRINCIPLES OF PRINTING ENGINEERING AND TECHNOLOGY**  
(REGULATIONS 2012)

Time: 3 hr

Max Mark: 100

Answer ALL Questions  
**Part – A (10 x 2 = 20 Mark)**

1. Define Engineering?
2. What is Technical Writing?
3. State the need of preparing a dummy during layout?
4. What are the ways by which dominance be created in a printed job?
5. What is known as transit advertising?
6. State the points to be taken care while designing a magazine?
7. Define two roll system and three roll system in flexographic printing
8. Mention the types of relief printing process and list out the differences between them
9. List out the types of knife motion in a cutting machine and distinguish among them?
10. What are the different materials used for securing the folded sheets in print finishing?

**Part – B (5 x 16 = 80 Mark)**

11. With neat diagram, explain the parts of an offset printing machine and also discuss the different types of press design used in offset process.
12. (a) (i) List out the points to be remembered while presenting Tables and Charts? (8)  
(ii) Explain the different principles of Data Presentation? (8)  
(or)  
(b) (i) List out and explain the different types of Charts/Graphs using diagram? (10)  
(ii) What is Data graphics and explain the principles of Graphic Excellence? (6)
13. (a) What are the visual ingredients of graphic design? Explain any four of them in detail  
(or)  
(b) (i) Explain briefly the different types of originals used in printing? (8)  
(ii) Explain the various components of a layout and state the advantages of layout? (8)
14. (a) What are the different techniques used by the cartographer for the preparation of maps? Explain them in detail and also list out their advantages and disadvantages.  
(or)  
(b) Briefly explain the various interactive media and also discuss on the procedure to be followed for designing interactive media.
15. (a) Explain briefly the selection and specification of ink, paper and other materials used for the production of printed product.  
(or)  
(b) Explain with diagram the different types of folding machines used for folding sheets?