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B.E. (Full Time) DEGREE END SEMESTER EXAMINATIONS, NOV / DEC 2013
PRINTING TECHNOLOGY BRANCH
THIRD SEMESTER
PT 271/PT 9201 – DESIGNING AND PLANNING FOR PRINT PRODUCTION

(REGULATIONS 2004/ 2008)

Time: 3 hr

Max Mark: 100

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

1. Define two roll system and three roll system in flexographic printing
2. Mention the types of relief printing process and list out the differences between them.
3. What are the ways by which dominance be created in a printed job?
4. What is known as typography?
5. What is the need of preparing a dummy during layout?
6. What are the different styles of a layout?
7. What is known as transit advertising?
8. What are the points to be taken care while designing a poster?
9. Define "marketing mix"?
10. What are the different types of knife motion in a cutting machine?

Part – B (5 x 16 = 80 Mark)

11. (i) Explain with neat diagram, the gravure cylinder preparation using electromechanical process. (8)
(ii) Discuss on the parts of an offset printing machine with neat sketches. (8)
12. (a) (i) What is Creativity? Explain in detail the different steps in creativity? (10)
(ii) Explain briefly the different types of originals used in printing (6)
(or)
(b) (i) Explain 'Brainstorming' and list out the steps to be followed during brainstorming? (8)
(ii) How does the printer classify color printing and discuss them in detail (8)
13. (a) What is a Layout? List out and explain in detail the stages involved in the preparation of a layout.
(or)
(b) (i) What is known as marking-up and discuss on it. (8)
(ii) Discuss about the purpose and advantages of layout. (8)
14. (a) Explain the points to be taken care while designing a magazine, banner, booklet and newspaper?
(or)
(b) What are the different kinds of maps and explain them in detail.
15. (a) (i) List out the various printing processes and state its limitations. (6)
(ii) Explain briefly the selection and specification of ink and paper used for production of printed product. (10)
(or)
(b) (i) Write down the functions of an advertising agency (6)
(ii) Explain the basic principles of client-agency relationship and state how this relationship will break? (10)