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B.E./B.Tech. (Full Time) DEGREE END SEMESTER EXAMINATIONS, NOV/DEC 2013

PRINTING TECHNOLOGY BRANCH

SEVENTH SEMESTER

PT482 – ELECTRONIC PUBLISHING

(REGULATIONS 2004)

Time : 3 hrs

Max Mark:100

ANSWER ALL QUESTIONS

Part – A (10 x 2 = 20 Mark)

1. What is internet?
2. Compare the characteristics of e-mail protocols.
3. Define: Scripting language
4. How the VPN network is useful for data transfer?
5. Write the function of copy editing department?
6. Draw the workflow of e-publishing?
7. What is a web server?
8. Why we need adobe distiller?
9. What are the types of multimedia?
10. Where the simulation techniques are useful?

Part – B (5 x 16 = 80 Mark)

11. Write a short note on following (4 x 4 = 16)
- i. HTML ii. XML iii. CSS iv. DTD

12. a. Explain how corporate information sharing is beneficial in e publishing.

or

b. Write the significance of internet advertising and explain the importance of telnet.

13. a. Discuss the significant features of different typesetting software.

or

b. Explain the multimedia components and specific software used in the creation of a multimedia presentation.

14. a. Explain the workflow of an e- publishing company.

or

b. Write the significance of PDF workflow and their advantages.

15. a. Explain the various steps involved in the manufacturing of CD-ROM.

or

b. Write elaborately the various application of CD-ROM along with their marketing and distribution.