Roll No.

Time: 3 Hours   Answer ALL Questions   Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Write the salient features of electronic publishing.
2. Which network do you recommend for secured data transfer?
3. What is subsidy publishing?
4. Give the important factors to be considered for designing layout for handheld devices.
5. Define: Metadata
6. State few important characteristic features of pagination software in e- publishing.
7. Write short note on scripting language.
8. Why we need CSS?
9. Brief the components of e-Publishing model.
10. What is m-commerce?

Part – B (5 x 16 = 80 marks)

11. Discuss the requirements and factors to be considered for designing the layout for web publishing.

12. a) With a neat flow chart explain the basic functions of an e-publishing company in detail.

OR

   b) What is file management and describe the functions and types of file naming convention in detail?

13. a) Explain the concept and working principle of any two e- ink technology using neat diagram.

OR

   b) i. Discuss the characteristics of digital library and their types in detail. (8)
   ii. Write briefly the salient features of internet advertising(8)

14. a) i.Discuss the feature, function and basic attributes of XML with a suitable example. (10)
   ii .differentiate between SAX and DOM.   (6)

OR

   b) i. Explain the salient features of any one presentation language in detail.(10)
   ii .Write a short note on Parser.   (6)

15. a) Describe the basic components of DRM architecture in detail.

OR

   b) Discuss briefly about the various business models used in internet with example.