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B.E / B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2013

PRINTING TECHNOLOGY

Eighth Semester

PT 482 Electronic Publishing

(Regulation 2004)

29

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. What is usenet news?
2. Write the features of gopher.
3. Specify the rules of DTD.
4. How will you choose an operating system?
5. Write any two forms of internet advertising.
6. What are the distinct characteristics of SGML?
7. Which version of PDF is used for electronic publishing?
8. What are authoring systems?
9. What are the document standards used for test in e-publishing?
10. What are the types of optical storage disks?

Part – B (5 x 16 = 80 marks)

11. Explain in detail about FTP and its transfer modes.
12. a. Explain in detail about world wide web and email.
(or)
b. Write short notes on
i) B2B integration ii) Database marketing iii) Digital libraries.
13. a. Explain in detail about XML, XML DTD and XML Schema with suitable example.
(or)
b. Explain about the e-publishing features in Adobe Indesign and 3B2 softwares.
14. a. Discuss in detail about the e-publishing workflow with diagram.
(or)
b. Discuss in detail about the various PDF standards and their features.
15. a. Explain in detail about the CD-ROM manufacturing process.
(or)
b. Explain in detail about the stages in CD-ROM publishing.