



B.E. / B.Tech. (Full Time) ARREAR SEMESTER EXAMINATIONS, NOV/DEC 2011

PRINTING TECHNOLOGY BRANCH

SIXTH SEMESTER

PT9351 – ELECTRONIC PUBLISHING

(REGULATIONS 2008)

25

Time : 3 hrs

Max Mark:100

ANSWER ALL QUESTIONS

Part – A (10 x 2 = 20 Mark)

1. What is WWW?
2. Compare the characteristics of two email protocols.
3. Write a short note on reference database?
4. How the publishing are classified?
5. Write the function of editing department?
6. Define : Authoring
7. Define: Unicode.
8. Give the advantages of self publishing.
9. What are the recent trends of e- publishing?
10. Where the brokerage model websites are used?

Part – B (5 x 16 = 80 Mark)

11. a. State the XML classification along with its characterisation and its related languages for presenting, and formatting the e- content.
12. a. i. Discuss the types of intranet that are useful for publishing e –content. (10)
ii. Write a short note on B2B integration. (6)
OR
b. i. Write the significance of internet advertising. (8)
ii. Explain the importance and types of digital libraries (8)
13. a. Define: DRM and Explain the functional and general architecture of DRM.
OR
b. Discuss the areas of publishing in detail and also explain the book publishing along with layout and Design
14. a. Explain at least 10 business models used in internet with a appropriate examples in detail.
OR
b. i. Write the PDF workflow and their advantages. (10)
ii. Explain the characteristics of any one scripting language in detail. (6)
15. a. Explain the workflow of an e- publishing company from the manuscript to final output.
OR
b. Define: Multimedia. Explain their components and specific software used in the creation of a multimedia presentation.