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

PRINTING TECHNOLOGY BRANCH

EIGHTH SEMESTER

**PT482 – ELECTRONIC PUBLISHING**

(REGULATIONS 2004)

47

Time : 3 hrs

Max Mark:100

ANSWER ALL QUESTIONS

**Part – A (10 x 2 = 20 Mark)**

1. What is Gopher?
2. Compare the characteristics of Telnet with FTP.
3. Define : Authoring
4. How the Web server works?
5. Write the function of pre editing department?
6. List down few workflow software?
7. Define: Multimedia.
8. Mention few features of XML .
9. Why we need document standards?
10. Where the simulation techniques are used?

**Part – B (5 x 16 = 80 Mark)**

11. Explain elaborately the various online business models in detail and how the B2B system is useful.
12. a. i. Explain the importance and types of digital libraries (10)  
ii. Write a short note on marketing database. (6)  
or  
b. i. Write the significance of internet advertising. (8)  
ii. Discuss the different types of internet classification with its special features. (8)
13. a. Discuss the significant features of different typesetting software involved in e-publishing industry.  
or  
b. Write a short note on the following: (4 x 4 = 16)  
i. SGML      ii. HTML      iii. XML      iv. CSS
14. a. Explain the workflow of an e- publishing company from the manuscript to final output.  
or  
b. i. Write the PDF workflow and their advantages. (10)  
ii. Discuss in detail on at least four multimedia softwares along with its merits and demerits. (6)
15. a. Explain the steps involved in the manufacturing of CD ROM in detail.  
or  
b. Discuss any eight application of CDROM in detail.