

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2018

Course: Publishing Books, Magazines & websites

Semester: V

Programme: BBA MM CC BBDL116

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A

S. No.		Marks	CO
Q 1	Multiple choice questions. Each question carries 1 marks		
	<p>1. Where is copy Right office of India?</p> <p>a. New Delhi b. Kolkata c. Mumbai d. None of the above</p> <p>2. Which country started printing?</p> <p>a. India b. England c. China d. Russia</p> <p>3. Which is not a news agency?</p> <p>a. UNI b. BBC c. PTI d. IANS</p> <p>4. Which is not a Magazine?</p> <p>a. India Today b. Frontline c. Times of India d. Outlook</p> <p>5. Who is the writer of a book?</p> <p>a. Publisher b. Author</p>	1X 10 =10	CO1 ,2

	<p>c. Editor d. None of the above</p> <p>6. Which department is responsible for physical appearance of a book?</p> <p>a.. Editorial b. Production c. Account d. Sales</p> <p>7. First Newspaper of India?</p> <p>a. Bengal Gazette b. The Hindu c. Times Of India d. Indian express</p> <p>8. Which is a type of a book?</p> <p>a. Daily b. Weekly c. Fortnightly d. Memoir</p> <p>9. “Home Page” word use for.....?</p> <p>a. News Paper b. Book c. Web Site d. Magazine</p> <p>10. In which Year India make copy right act?</p> <p>a. 1918 b. 2011 c. 1957 d. None of the above</p>		
Q 2	Q2. Arrange the following steps in the right order. Each question carries 2marks		
	<p>1. In News Media</p> <p>a. Pamphlet b. Television c. News Paper d. Website</p> <p>2. In Newspaper Editorial section</p> <p>a. Editor in chief</p>	2X2 = 4	CO1 ,2

	<ul style="list-style-type: none"> b. Copy Editor c. News Editor d. Reporter 		
Q3	<p>State whether true or false. Each question carries 1 marks</p> <ul style="list-style-type: none"> 1. Freelancers are on the regular payroll of a newspaper. 2. A freelance writer writes for more than one publication house. 3. Children literature popular in India. 4. Digital printings save time and Money. 5. E zine is an email magazine. 6. Mostly Editorial article write by freelance writer. 	1X6 = 6 marks	CO3
SECTION-B			
Q 4	Q4 write short notes on any four. Each question carries 5 marks		
	<ul style="list-style-type: none"> 1. Self-Publishing 2. E Book 3. Copy Right 4. Book Promotion 5. Multi Media 6. Pre-Press 	5X4=20	CO1
SECTION-C			
Q 5	Attempt any three. Each question carries 10 marks		
	<ul style="list-style-type: none"> i. What are the publishing models used in E-publishing? ii. What are objectives of sales promotion? iii. Write short note about Book Production department? iv. Briefly define the process of book publishing? 	10X3=30	CO2
SECTION-D			
	Situation / Case Analysis. Attempt All. Each question carries 15 marks		
Q6	What is difference between Book Review and Book based story?	15	CO3
Q7	Do you think Digital news platform will replace newspaper and TV news channel?	15	CO4 ,5

