


Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2019

Course: Publishing Books, Magazines & Websites
Program: BBA- Media Management
Course code: HUMN 3004
Instructions:

Semester: V
Time: 03 Hours
Max. Marks: 100

SECTION A **(20 Marks)**

Q.1:	Multiple type questions- 2 marks each	Marks	CO
i)	Nineteenth-century novels earned their nickname the “dime novel” because a. The author of the first major nineteenth-century novel was named “Dime.” b. The title of the first major nineteenth-century novel was The Dime. c. The publisher of the nineteenth-century novel was based in the old mining town of Dime, Colorado. d. The cover price was ten cents. e. None of the above.	2	1
ii)	Which of the following reflects the three major trends in today' book industry? a. Diversification; intertwined with global media and entertainment; emergence of online booksellers, e-books, and on-demand printing. b. Mergers and consolidation; intertwined with global media and entertainment; emergence of online booksellers, e-books, and on-demand printing. c. Mergers and consolidation; intertwined with global media and entertainment; dramatically falling profits. d. None of the above.	2	3
iii)	For the past twenty years, book sales a. Have steadily risen a percentage or two each year. b. Have fallen dramatically. c. Have occasionally risen a percentage or two and then dropped in a subsequent year. d. None of the above.	2	2
iv)	To counter the increasing popularity of television, the magazine industry took what major steps to win advertising dollars? a. Stopped publishing general-interest magazines in favor of specialized magazines. b. Began a campaign blitz touting magazines on major TV networks. c. Partnered with newspapers to provide a united front. d. All of the above. e. None of the above.	2	4
v)	One trend working against online magazines is a. Less willingness among readers to read long text pieces online. b. A lack of desire among the public to see beautiful images and layouts. c. Tiredness of all the ads seen in most print magazines. d. The difficulty in finding print magazines that are highly specialized.	2	3,4

	e. All of the above		
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vii)	The proportion of people who get their news from mobile devices was recently estimated at a. About one-quarter. b. About three-quarters. c. About two-thirds. d. About half.	2	5
viii)	The most popular Internet sites for Americans seeking news are those operated by a. Bloggers who have a clear political ideology. b. Bloggers who repackage news from traditional news organizations. c. Traditional news organizations, such as newspapers and TV stations. d. Web sites operated by companies not affiliated with traditional news media.	2	4
ix)	The purpose of a slug line on a news story is to a. Enable reporters to write the headlines for their stories. b. Help editors identify and track news stories as they are prepared for publication. c. Hit a news organization's enemies with an insult. d. Identify the political orientation of a news story.	2	3
x)	The dateline on a news story indicates the a. Time when the story occurred. b. Place where the events described in the story took place. c. Date when the story was written. d. Date when the story should be published.	2	1
SECTION B (20 Marks)			
Q.2:	What is e-publishing process? Explain its importance in current scenario.	5	2
Q.3:	What do you understand about the fundamentals of writing? Why 5 Cs of writing are important for a good piece of writing?	5	1& 2
Q.4:	Write short notes on: a) Fundamental of writing b) Photoshop <i>or</i> Craft of polishing and shaping news articles	5	3
Q.5:	Explain content management process in magazine industry in brief.	5	5
SECTION-C (30 Marks)			
Q.6:	What are the differences between old media and new media with respect to ethics? Discuss your answer with suitable examples.	15	1,5
Q.7:	What are the advantages and disadvantages of desktop publishing/ online publishing? <i>Or</i>	15	4

	Explain at least four media participatory tools, which are more famous and useful in contemporary time.		
SECTION-D		(30 Marks)	
Q.8:	In your opinion where the magazine industry will be after 5 years? Support your argument with facts and examples.	15	2
Q.9:	What major problem would be associated with having no censorship of the media? <i>Or</i> If you are publisher of a book (print and online publisher), what is your requirement from a writer?	15	3 & 5