

**M.TECH. PRINTING ENGINEERING AND GRAPHIC COMMUNICATION FIRST  
YEAR SECOND SEMESTER – 2019**

**PRINT MEDIA COMMUNICATION**

Time : Three hours

Full Marks : 100

*Use separate answer-scripts for each Part.*

**Part - I**

Answer *question no. 1* and any *two* from the rest.

1. A book consisting of 192 pages excluding cover of demy octavo size is to be printed in 4 colours in sheet-fed offset process. The number of copies to be printed is 1,100 copies. 70 gsm of super calendared paper in double demy size is to be used for text. 120 gsm of foreign art paper in double demy size in 4 colours is to be used for cover.

Consider the paper wastage is 1.25% per colour. The price is Rs. 72/- per kg.

Find out the total quantity of paper in ream required for printing the book and also the total money to be involved in purchasing the paper. 4+4+2=10

2.a) Why should we choose standard format for a book? 4

b) Compare between the following divisions for a particular book. 2x4=8

i) Half-title page and Title page

ii) Preface and Foreword

iii) Dedication and Acknowledgement

iv) Appendix and Index

c) What is House style? 3

d) How the printing processes are selected in book production? 5

- 3.a) Which margin considerations should one make for book production? 6
- b) Explain club lines, orphans and widows. 6
- c) What kind of information are must for internationally published books? Discuss in details the relevance of these information. 2+6=8

- 4.a) A particular type of binding serves a specific purpose for a particular bookwork – Explain. 10
- b) Grain direction of paper plays a vital role in book production” – Justify. 6
- c) Compare between varnishing and laminating. 4

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**PART-II**

**Answer any five questions**

1. Discuss in detail, the different types of headlines in newspaper. 10
2. Discuss in brief, the titles and functions of any two, the following:  
(a) The Editor (b) Night Editor (c) Assistant Editor 5x2=10
3. (a) Discuss the role of advertisements in newspaper design.  
(b) What is pulled quotes?  
(c) What is Drop letters? 6+2+2=10
4. (a) Discuss the modular design in newspaper.  
(b) Discuss in brief, "the Flag" in newspaper design. 5+5=10
5. (a) Discuss in brief the purpose of design in newspaper.  
(b) Define Newspaper 5+5=10
6. (a) Discuss in brief the elements of design in newspaper.  
(b) What is "Banner Headline"?  
(c) What is "Top" in Newspaper? 5+3+2=10
7. (a) Discuss the role of rules and boxes in designing a newspaper pages.  
(b) What is subhead? 5+5=10
8. (a) Discuss the role of "white-Space" in newspaper page design.  
(b) What are the standard type sizes for body text and headlines of newspaper?  
(c) What is "filler" in newspaper? 5+3+2=10