Name:	LI UPE
Enrolment No:	UPL OPL

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, December 2018

Course: Publishing Books, Magazines &websites Programme: BBA MM CC BBDL116 Semester: V

Time: 03 hrs. Max. Marks: 100

Instructions:

SECTION A

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

d. None of the above 6. Which deportment is responsible for physical appearance of a book? a. Editorial b. Production c. Account d. Sales 7. First Newspaper of India? a. Bengal Gazette b. The Hindu c. Times Of India d. Indian express 8. Which is a type of a book? a. Daily b. Weekly c. Fortnightly d. Memoir 9. "Home Page" word use for? a. News Paper b. Book c. Web Site d. Magazine 10. In which Year India make copy right act? a. 1918 b. 2011 c. 1957 d. None of the above Q 2 Q2. Arrange the following steps in the right order. Each question carries 2marks 1. In News Media a. Pamphlet b. Television c. News Paper d. Website 2. In Newspaper Editorial section a. Editor in chief		a Editor		1 1
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b. Television c. News Paper d. Website 2X2 = 4 2. In Newspaper Editorial section				
c. News Paper d. Website 2X2 = 4 CO1 ,2				
d. Website 2X2 = 4 2. In Newspaper Editorial section				
2. In Newspaper Editorial section			2X2-4	
		d. Website	2212 - 4	,2
a. Editor in chief		2. In Newspaper Editorial section		
		a. Editor in chief		

	b. Copy Editor	<u> </u>	
	c. News Editor		
	d. Reporter		
	d. Reporter		
Q3	State whether true or false. Each question carries 1 marks		
	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.	1X6 = 6	CO ₃
	4. Digital printings save time and Money.	marks	COS
	5. E zine is an email magazine.		
	6. Mostly Editorial article write by freelance writer.		
	SECTION-B		1
Q 4	Q4 write short notes on any four. Each question carries 5 marks		
	1. Self-Publishing		
	2. E Book		
	3. Copy Right		
	4. Book Promotion	5X4=20	C01
	5. Multi Media		
	6. Pre-Press		
	SECTION-C		
Q 5	Attempt any three. Each question carries 10 marks		
	i. What are the publishing models used in E-publishing?		
	ii. What are objectives of sales promotion?		
	iii. Write short note about Book Production deportment?	10X3=30	CO2
	iv. Briefly define the process of book publishing?	10110-00	
	SECTION-D		
	Situation / Case Analysis. Attempt All. Each question carries 15 marks		
	de la constant de la		
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	15	CO4
	channel?		,5