

REF NO:PG/PT/T/122B/2025

M. TECH. IN PRINTING ENGINEERING AND GRAPHIC COMMUNICATION
FIRST YEAR SECOND SEMESTER EXAMINATION 2025
PRINT MEDIA COMMUNICATION

Use separate answer script for each part

PART-I

**Answer any one question from Group-A and
any three questions from Group-B**

Group-A

1. (a) Define Newspaper
(b) Discuss with block diagram the editorial planning of a newspaper. 5+15=20
2. Discuss in brief, the titles and functions of the following:
(a) The Editor (b) Deputy Editor (c) Night Editor (d) Assistant Editor and
(e) Editorial Director 4x5=20

Group-B

3. What are the purposes of design newspaper? Discuss in brief. 10
4. Discuss in detail the planning of a page of any newspaper. 10
5. Discuss in detail, the different types of headlines in newspaper. 10
- 6.(a) Define WOB and BOT.
(b)Discuss in brief, the different types of Editors of newspaper publishing. 2+2+6=10
7. (a) Discuss the role of advertisements in newspaper design.
(b) What is Bastard setting?
(c) What is Drop letters? 6+2+2=10
- 8.(a) Define Facts Boxes and Drop Quotes.
(b) What is "Blurbs"? 3+3+4=10

[Turn over

Ex/PG/PT/T/122B/2025

**M.TECH. PRINTING ENGINEERING AND GRAPHIC COMMUNICATION FIRST
YEAR SECOND SEMESTER – 2025**

PRINT MEDIA COMMUNICATION

Time : Three hours

Full Marks : 100

Use separate answer-scripts for each Part.

Part - II

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

1. Estimate the pre-press cost of the book to be printed in sheet-fed offset process in conventional as well as CTP taking into consideration the specification and data given below:

No. of copies : 1,200

Size of the book after finishing : 22 x 27 cms.

No. of pages (text) : 144 excluding cover

Composing area : 18 x 22 cms.

96 pages – printed in 1-colour line and sketches.

32 pages - printed in 2-colour line and halftone

16 pages - printed in 4-colour line and halftone

Cover (2 pages) – printed in 4-colour line and halftone

Text paper used : 75 gsm of super calendar paper and double medium size.

Cover paper used : 190 gsm of indigeneous art paper and double medium size.

Paper price : Super calendar paper – Rs. 92,000/ton

Indigeneous art paper – Rs. 93,000/ton

Composing cost : Rs. 0.10/sq. cm.

Film processing cost :

1 colour line text and sketches@Rs. 0.25/sq. cm.

2 colour line and halftone@Rs. 0.55/sq. cm.

4 colour line and halftone @Rs. 1.00/sq. cm.

Imposition cost/forme of 8 pages :

Rs. 100 for 1 colour

Rs. 210 for 2 colours

Rs. 390 for 4 colours

Plate processing cost/forme of 8 pages :

Rs. 400/colour for 1 colour

Rs. 410/colour for 2 colours

Rs. 415/colour for 4 colours

Computer to plate cost/forme of 8 pages :

Rs. 1000/colour for 1 colour

Rs. 1050/colour for 2 colours

Rs. 1075/colour for 4 colours

6+4=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) Grain direction of paper plays a vital role in book production” – Justify.

6

c) What kind of information are must for internationally published books? Discuss in details the relevance of this information.

2+6=8

4.a) A particular type of binding serves a specific purpose for a particular bookwork – Explain.

10

b) Explain club lines, orphans and widows.

6

c) Compare between foiling and embossing.

4