

Register No.:

393

April 2024

Time – Three hours
(Maximum Marks: 100)

- [N.B. 1. Answer all questions under Part-A. Each question carries 3 marks.
2. Answer all the questions either (A) or (B) in Part-B. Each question carries 14 marks.]

PART – A

1. What are the factors to be considered while editing an e-book?
2. What are the stages involved in e-publishing?
3. List out the software used in PDF production.
4. What is compression pane in Quark Xpress?
5. What is HTML?
6. Define style sheet.
7. What is DTD?
8. How will you declare the name space in XML?
9. What is meant by Ad Hoc printing?
10. What are the control parameters in printing console?

[Turn over.....

PART – B

11. (a) Describe about steps involved in creation of e-book.
(Or)
(b) Differentiate pay per click search engine and search engines optimization (SEO).
12. (a) Discuss about the scope and job suitability of PDF.
(Or)
(b) Discuss about the different proof reading symbols with examples.
13. (a) Write short notes on (i) Emphasize tag (ii) Teletype tag (iii) Preserve tag (iv) Strike tag.
(Or)
(b) Describe about the multiple style sheets with examples.
14. (a) Explain about the basic XML tag and Syntax with examples.
(Or)
(b) Describe about the XML programme for exchanging news with examples.
15. (a) What is protocol? Explain about its types with neat sketch.
(Or)
(b) Discuss about the CIP3 and CIP4 with diagram.
