

Exam. Code : 106502

Subject Code : 1874

Bachelor of Multimedia Semester—II
TECHNICAL THEORY OF MEDIA-I
(Print Media)

Time Allowed—3 Hours]

[Maximum Marks—100

Note :— Attempt any **FIVE** questions. Each question carries 20 marks.

1. Discuss in detail Lithography and Stencil printing.
2. What do you mean by Wood Cuts and Wood engravings ?
3. Write notes on any **THREE** :
 - (a) Line Drawing
 - (b) Monograms
 - (c) Letter head Design
 - (d) Logo designing.
4. Write notes on any **THREE** :
 - (a) Letter press
 - (b) Silk screen printing
 - (c) Offset Printing
 - (d) Type Writer.
5. Discuss in detail, kinds of Print Media.

6. Discuss types of Newspaper/Magazine Advertisements.
7. Advertisement is an essential part of today's business world. Discuss with the help of some examples.
8. Write on :
 - (a) Inkjet Printing and Dot Matrix Printers
 - (b) Laser Printer
 - (c) Image Setter.