Sr. No. of Question Paper : **2056**

Unique Paper Code   : 62341101

Name of the Paper   : Computer   Fundamentals (GEC-1.2)

Name of the Course   : **B. VOC. (CBCS) (2018)**

Semester   : I

Duration   : 3 Hours

Maximum Marks   : 50

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Section A is compulsory.

3. Attempt any **five** questions from **Section B**.

SECTION – A

1. (a) Give full forms of :   (4)

       (i) ASCII

(ii) DVD

(iii) LED

(iv) BIOS

(b) Explain any two types of ports.   (2)

(c) Name any two Soft copy and hard copy devices.   (2)

(d) Convert: 1TB = ...GB = ...MB   (2)

(e) Arrange the following in increasing Order of their speed

"Cache memory, Registers, RAM, Magnetic tape"   (2)

(f) Explain any two types of User Interface.   (2)

(g) Give the function of MICR.   (2)

(h) What is the role of MBR and IR registers in the CPU?   (2)

(i) Write 2's complement of 1101100.   (2)

Section B

2. (a) Explain briefly the use of Computers in the following areas :

         (i) Sports

         ˙i) Advertising

         ₁) Medicine   (3)

(b) Explain any two types of pointing devices.   (3)

3.   (a) Differentiate between OCR & OMR.   (3)

     (b) Explain the types of translator Software.   (3)

4.   (a) What is ROM? Name the various types of ROM?   (3)

     (b) What is a Non – Impact Printer? Explain any one Non – impact printer.   (3)

5.   (a) Give the name and purpose of any three types of Optical Scanners.   (3)

     (b) What is a Utility Program? Give any two examples.   (3)

6.   (a) Differentiate between the two types of Software.   (3)

     (b) What is cache memory? Explain the terms 'Cache Hit' and 'Cache Miss'.   (3)

7. Convert the following : (6)

    (i) $(1101100.110)_2 = (...?)_{10}$

    (ii) $(2345)_{10} = (...?)_8$

    (iii) Perform the binary arithmetic to calculate : $(+7) + (+13)$.

8. Write short notes on **any two** : (6)

(a) Data Mining

(b) Bluetooth

(c) Google Scholar

(50

Sr. No. of Question Paper : 2057

Unique Paper Code : 72032801

Name of the Paper : English-A (GEC-1.1)

Name of the Course : **B. VOC. (CBCS) (2018)**

Semester : I

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

1. Write short notes on any five of the following in not more than 30-40 words :   (5×2=10)

    (a) Written Communication

    (b) Upward Communication

    (c) Semantic Barriers

    (d) Two- way Communication

    (e) Grapewine

    (f) Sign Language

2. Answer any **two** of the following : (2×5=10)

(a) Describe the **elements** of **Communications**

(b) What are the seven C's for Effective communication?

(c) Explain any three elements of body language with examples.

(d) Good communication skills enhance the effectiveness of communication. Explain.

3. Read the following questions carefully before answering and keep to the point :

(a) Write a dialogue between the policeman and a car driver.

Or

Write a dialogue between the principal of your College and a Student who has been caught defacing the walls of the College by sticking posters. (5)

(b) Imagine you are the Student editor of your College magazine. You want to publish an interview with the principal of your College on the occasion of completing twenty five years of its establishment.

Or

You are a media person interviewing a strong political candidate for the upcoming elections. Focus your queries with respect to his future plans for his constituency. (10)

(c) Prepare a public speech (150-200 words) on any **one** of the following :

    (i) The advantages and limitations of social media network.

<div align="center">

Or

</div>

    (ii) World without technology. (5)

4. (a) Read the passage given below and answer the questions that follow :

Floods, earthquakes, droughts, cyclones, tsunamis, etc. are natural disasters. Thousands of lives are lost and property worth several thousand crores of rupees is destroyed on account of these natural disasters every year. Natural disasters are caused by the forces of nature and are unpredictable. Man has no control over these disasters. Over the years technological development has enabled man to check some of the natural disasters. Man has created dams to store excess water during rains and thus, check the floods. Cyclones today can be predicted beforehand. But there is no reliable method of predicting the earthquakes.

When disaster strikes it does not discriminate between rich and poor, classes 'and masses and men and women. Everyone is prone to lose everything he or she has. Thousands of people turn destitute within a matter of few minutes. Natural disaster, therefore, is a human problem. People affected by it need all kinds of help from the rest of the humanity.

Questions :   (2×5=10)

   (i) What damages are caused by natural disasters?

  (ii) Name the step that man has taken to lessen the effect of some of the natural disasters.

 (iii) Write in one sentence how disasters do not differentiate among people.

 (iv) Give the antonyms (opposite words) of the following :

    (a) Natural   (b) Problem

  (v) Tick the meaning nearest to the words given below :

    (a) Droughts

      (i) Continuous dry weather

     (ii) Lack of moisture

    (iii) Scantiness

(b) Destitute

    (i) Poverty

    (ii) In want

    (iii) Without resource

(b) Using your own words write a summary of the following passage in 50 words.

The test of a great book is whether we want to read it only once or more than once. Any really great book we want to read the second time even more then we wanted to read it the first time ; and every additional time that we read it, we find new meanings and new beauties in it. A book, that a person of education and good taste does not care to read more than once is very probably not worth much. But we cannot consider the judgment of a single individual infallible. The opinion that makes a book great must be the opinion of many. For even the greatest critics are apt to have certain preferences and prejudices. A man must be many sided to utter a trustworthy estimate of many books. We may doubt the judgment of the single critic at times. But this is no doubt possible in regard to judgment of generations, even if we cannot perceive anything good in a book which has been admired and

praised for hundreds of years. The best of all libraries for a poor man would be a library entirely composed of such great works only, books which have passed the test of time.   (5)

OR

What are the different types of translation?

5.   (a) Write a letter to the Police Commissioner for deteriorating law and Order condition in South Delhi.   (10)

OR

Write a letter to your friend persuading him/her to attend the Alumni's Meet being organized by your College.

(b) Write a report informing the university on the activities carried out by the NSS Committee of your College. You are the convener of the NSS Committee.   (10)

OR

Write a report to the Managing Director on the need to introduce some incentive schemes to boost the sales of the Company.

Your Roll No...............

Sr. No. of Question Paper : 2064

Unique Paper Code : 61018314

Name of the Paper : (GEC-3.3) – Life Skills Education

Name of the Course : **B. VOC. (CBCS) (2018)**

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt any **five** questions in all.

3. **Every** questions has equal marks. (15×5=75)

1. (a) Define the goals of communication Skills.

   (b) Define the role of Time Management in day today life.

   (c) What are the common challenges faced by the youth of today?

2. Define the importance of management of resources for life skills education programme.

3. How do you correlate life skill and youth development? Write an essay on it.

4. What are the evaluation tools used in evaluating a life skill education programme?

5. Explain briefly about all core life skills.

6. List all the representatives of life skills advisory panel and explain their role.

7. Define Emotional intelligence and character development.

Your Roll No...............

Sr. No. of Question Paper : 2054

Unique Paper Code : 61018109

Name of the Paper : Computer Applications in Communication and Media Design (GEC-1.3)

Name of the Course : **B. Voc. (Printing Technology & Web Designing) (CBCS) (2018)**

Semester : I

Duration : 3 Hours

Maximum Marks : 50

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. **All** questions are compulsory.

3. Parts of question must be answer together.

4. Marks are indicated against each question.

SECTION A

1. Write short notes on the following :   (2×5=10)

   (a) Flow Chart

   (b) ALU

   (c) CAL

   (d) Gaming Method

   (e) Simulation

2. Write the Steps to add a new bookmark of the Google Homepage in the Internet Explorer.   (5)

OR

Give full forms of the following. (Attempt any **five**)   (1×5=5)

   (a) CAD

   (b) CMI

   (c) CAI

   (d) WWW

   (e) ICT

(f) OCR

What are the characteristics of Computer (any five)?

SECTION B

3. What are the different buttons available in the web browser? Discuss. (10)

4. Write the steps needed to add and resize a clip art image to a slide in PowerPoint. (5)

OR

Explain the ways a Computer can be used as a learning medium. (5)

SECTION C

5. Discuss the need of ICT in teaching and learning process. Give adequate examples. (10)

6. (a) Explain how ICT can be used as tool for individualised learning. (5)

    (b) Elaborate any five areas of Computer Applications. (5)

P.T.O.

OR .

(a) What is Computer Based Instruction and its advantages? Write short notes on its types. (5)

(b) What is ICT? Explain the different forms of ICT. (5)

Sr. No. of Question Paper : 2065

Unique Paper Code   : 61018318

Name of the Paper   : GEC-3.1 Karyalayee Hindi

Name of the Course   : **B.VOC.   (CBCS)   (Web Designing), (2018)**

Semester   : III

Duration   : 3 Hours

Maximum Marks   : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए।

2. सभी प्रश्न अनिवार्य हैं।

1. भारत में कार्यालय हिंदी की स्थिति पर प्रकाश डालिए।

अथवा

राजभाषा और राष्ट्रभाषा में अंतर स्पष्ट करते हुए उसके क्षेत्रों की व्याख्या करें ।   (12)

2. टिप्पणी के स्वरूप को स्पष्ट करते हुए उसकी विशेषताओं की व्याख्या करें ।

अथवा

सामान्य हिन्दी और कार्यालय हिन्दी में अंतर स्पष्ट करें ।   (12)

3. कार्यालय पत्राचार के विविध प्रकारों में तीन का उदाहरण सहित उल्लेख करें ।

अथवा

संक्षेपण को परिभाषित करते हुए उसकी विशेषताओं पर प्रकाश डालिए ।   (12)

4. प्रारूपण की भाषा पर चर्चा करते हुए उसकी विधियों को स्पष्ट करें ।

अथवा

संक्षेपण और सारांश, टिप्पणी और पल्लवन के अन्तर को उदाहरण सहित स्पष्ट करें ।   (12)

5. किन्ही **तीन** पर टिप्पणी लिखिए : $(4 \times 3 = 12)$

   (i) विज्ञापन का अर्थ तथा प्रारूप

   (ii) आवेदन लेखन

   (iii) आदेश पत्र

   (iv) पारिभाषिक शब्दावली

   (v) कार्यालय हिन्दी का उद्देश्य

6. (क) निम्न पांच पारिभाषिक शब्दों के हिंदी प्रतिरूप लिखिए :–

As regards, image agreement, goodwill, account officer, direction, matter is under, investigation, Ambassador, Juvenile Court. (5)

(ख) पांच अभिव्यक्तियों का हिन्दी प्रतिरूप लिखिए : (5)

Application maybe rejected, Deduction of the source, charge handover, issue today, day to day administrative work, office may not carefully, we have no remark to offer, call for explanation, for sympathetic consideration.

(ग) किन्ही **पाँच** पद अनुभाग तथा कार्यालयों के नामों का हिन्दी अनुवाद कीजिए : (5)

Air Head Quarter, Civil Court, Central Sactriate, Election Commission, Inspector General of Police, Indian Institute of Technology, Vice-Chancellor, Administrative Section, Regional, Training Institute.

Sr. No. of Question Paper : 2072

Unique Paper Code   :   61018518

Name of the Paper   :   Geographical Information System (GEC-5.2)

Name of the Course   :   **B.Voc. (Web Designing / Software Development) (CBCS) 2018**

Semester   :   V

Duration   :   3 Hours

Maximum Marks   :   75

Instructions for Candidates

1.   Write your Roll No. on the top immediately on receipt of this question paper.

2.   Attempt **all** questions.

3.   **All** questions carry equal marks.

1.   What do you mean by GIS? Explain the various Components of GIS.   (15)

Or

What is GPS? Discuss its various principles in detail.

2. What is Data structure in GIS? Explain the various types of data structure.   (15)

Or

Explain the vector data structure in detail.

3. What is Georeferencing? Explain the various steps of Georeferencing in GIS Software.   (15)

Or

Explain the various editing methods in GIS.

4. Explain the various elements of Map output.   (15)

Or

What do you mean by overlay? Explain the various types of Overlay.

5. What is Land use mapping? Discuss the applications of GIS in Land use mapping.   (15)

Or

What do you mean by Urban Sprawl? Explain the applications of GIS in Urban Sprawl in detail.

(200)

Your Roll No...............

Sr. No. of Question Paper : 2077

Unique Paper Code : 61018527

Name of the Paper : E-Commerce (GEC-5.1)

Name of the Course : **B.Voc. (Web Designing) (CBCS), 2018**

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. **Section A** is compulsory.

3. Attempt any **five** questions form **Section B**.

Section A

1. (a) Define electronic commerce. (2)

    (b) Give any two applications of e commerce. (2)

    (c) How can the risk involved in online payment may be reduced by internet governance? (3)

P.T.O.

(d) Define the term: Digital signature.   (3)

(e) Give the uses of smart cards.   (2)

(f) List the advantages and disadvantages of E-Commerce.   (4)

(g) Define internet. Why is internet important in E-Commerce?   (3)

(h) What are the different types of E-commerce?

(3)

(i) What is EDI? Give one advantage of EDI.   (3)

Section B

2. (a) Explain B2B E-Commerce using an example of a book distributor who stocks a large number of books, which he distributes via a large network of book sellers. Assume that the distributor has stocks of books of a large number of publishers and book sellers order books as and when their stock is low. Distributors give 1 month's time to booksellers for payment.   (5)

(b) What are the Components of Electronic Payment Systems?   (5)

3. (a) What are the difference between brick and click and pure business model?   (5)

   (b) What are the various properties of money transfer that are being addresses by the ACID test and ICES test?   (5)

4. (a) How copyright law different from patent law?   (5)

   (b) What factors should be considered while implementing online retailing initiatives?   (5)

5. Briefly explain life cycle for launching E-commerce website.   (10)

6. (a) Explain ISO/OSI reference model.   (5)

   (b) Compare between traditional commerce and electric commerce.   (5)

7. (a) Explain major provisions contained in IT ACT 2000.   (5)

   (b) What is authentication? How do you provide authentication in e commerce?   (5)

P.T.O.

8.   Write Short notes on any **two** :—

   (i)   Intellectual property

   (ii) E-Governance

   (iii) Credit Card   (10)

(200)

Sr. No. of Question Paper : 2078

Unique Paper Code   : 61018528

Name of the Paper   : Quality Management (GEC-5.3)

Name of the Course   : **B.Voc. (Web Designing) (CBCS), 2018**

Semester   : V

Duration   : 3 Hours

Maximum Marks   : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

1. Attempt any **five** :   (7×5=35)

(a) Explain various quality dimensions of a product

(b) Explain Evolution of Quality Control from Craftsmanship to TQM concept

P.T.O.

(c) Discuss various management tools used for achieving Quality

(d) What do you understand by control charts? Explain its significance.

(e) Describe a basic structure of House of Quality, a primary planning tool used in QFD.

(f) What do you mean by Quality Circle? What are the advantages of having Quality circle

(g) Explain the sequential steps involved in ISO 9000 certification of Indian firm, right from application to final certification

(h) What is TS 16949 certification? How is it different from ISO certification?

2. Attempt any **two** :   (4×2=8)

(a) Explain Taguchi's Quality Loss Function using diagram with suitable example

(b) What is meant by cost of Quality? Explain components of cost of Quality.

(c) Explain Vendor Rating Procedure.

3. Attempt any **two** :   (4×2=8)

(a) Illustrate the Key characteristic of Six-Sigma

(b) What is Process Capability? Define C_p and C_{Pk}. Why should it be measured?

(c) Explain the views of Phillips Crosby towards Quality Management.

4. Attempt any **two** :   (4×2=8)

(a) Describe the steps to be followed in 5S implementation.

(b) What do you understand by the term KAIZEN?

(c) State the importance of Customer Focus.

5. Attempt any **two** :   (4×2=8)

(a) Give a detail note on PDCA cycle.

(b) Explain: Pareto analysis.

(c) What is the difference between education and training?

6. Attempt any two : (4×2=8)

(a) What is the need of ISO certification?

(b) Discuss briefly on several clauses of ISO 9000.

(c) Explain about the various processes used in ISO 9001 Quality Management System.

Your Roll No................

Sr. No. of Question Paper : 2059

Unique Paper Code : 61018303

Name of the Paper : (GEC-3.1) English

Name of the Course : **B. Voc. (Retail Management & IT, Healthcare Management, Printing Technology) (CBCS) (2018)**

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

1. Imagine that you visited the book fair recently. Write a diary entry about your visits to the various book stalls at the fair. (10)

P.T.O.

OR

You attended a youth camp for two days. Write a diary entry in about 150 words on the activities at the camp.

(10)

2. Write a paragraph on any one of the following topics (in about 200 words) :

(10)

(i) Role of parents in the growth and development of children.

(ii) Students should actively participate in social work.

(iii) Role of education in empowering women.

(iv) Importance of discipline in life.

3. Write a review of a film that you have recently watched. Do mention the cast and the director of the film.

(10)

OR

Write a review of a book that you have recently read. Do mention the title and the author of the book.

(10)

4.   You want to apply for a job as a Software Engineer in a multinational company. Write a cover letter and a resume to apply for the post. (15)

OR

You read an advertisement in the newspaper for the position of Assistant Manager in a reputed company. Apply for the position and attach the resume to the letter. (5+10)

5.   (a) You have been working as a placement officer with a college. Write an e-mail to all the students, informing them about the job fair to be held in your college. (7)

OR

You are student representative of the NSS club of your college. The club is organizing a social awareness campaign on the importance of maintaining cleanliness. Write an email to all the students who are part of the club, informing them about the activities to be undertaken during the campaign. (7)

(b) Write a letter to your father asking for his permission and three thousand rupees to go on an educational trip organized by the college. (8)

OR

Write a letter to the editor of your local newspaper complaining about the issue of women's safety in your city. (8)

6. Read the following passage and make appropriate notes. Summarize the passage in about 50 words and give a suitable title to the summary. (8+5+2=15)

Children are employed in risky and extremely difficult jobs. They are exposed to gruesome conditions where none of the safety recommendations are adhered to. The obvious reason is that employers find it profitable to employ children as they would work for longer hours at less wages than adults.

Illiteracy, ignorance, and poverty among the masses are some other reasons for the flourishing child labor in the country. People feel that children should be employed in order to sustain the family. They also think, by employing at the tender age, they'll get

expertise in a particular field. But this statement seems laced with selfish motives rather than a favorable and sane argument. Unhygienic conditions take their toll and most of them succumb to various diseases before their youth. Sometimes, in the absence of education and proper childhood, they take to immoral ways to sustain themselves and their family.

Children are a valuable asset of any country as they are its future citizens. Article 24 of the Constitution says that no child, below the age of fourteen, can be employed anywhere. Many NGO's have also been working towards the eradication of child labor which has helped in rescuing children forced to do odd jobs. It is government's as well as our responsibility to see that they can grow up as responsible citizens. It is our duty to inform the authority if we find a child working somewhere.

Your Roll No................

Sr. No. of Question Paper : **2060**

Unique Paper Code : 61018307

Name of the Paper : (GEC-3.2) Graphic Designing and Visual Image

Name of the Course : **B. VOC. (CBCS) Printing Technology (2018)**

Semester : III

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Answer **five** questions in all.

3. **All** questions carry equal marks.

4. Selecting at least **one** question from each Unit.

5. Answers may be written either in English or Hindi; but the same medium should be used throughout the paper.

छात्रों के लिए निर्देश

1. इस प्रश्न-पत्र के मिलते ही ऊपर दिए गए निर्धारित स्थान पर अपना अनुक्रमांक लिखिए।

2. किन्हीं **पाँच** प्रश्नों के उत्तर दीजिए।

3. सभी प्रश्नों के अंक समान हैं ।

4. प्रश्न पत्रों के कुल **पाँच** खंड हैं । प्रत्येक खंड में से एक प्रश्न करना अनिवार्य है ।

5. इस प्रश्न-पत्र का उत्तर अंग्रेजी या हिंदी किसी एक भाषा में दीजिए, लेकिन सभी उत्तरों का माध्यम एक ही होना चाहिए ।

UNIT – I (खंड I)

1. कोरल ड्रॉ क्या है ? इसका प्रयोग कहां किया जाता है । कोरल ड्रॉ में इस्तेमाल होने वाले विभिन्न टूल को परिभषित करो ।

What is Corel Draw? Where one can use Corel Draw? Describe the various steps of Corel Draw?

या / OR

2. रिफाइन ऐज क्या है ? इसका प्रयोग कहां होता है ? रिफाइन ऐज के विभिन्न चरणों की व्याख्या कीजिए ।

What is Refine Edge? Where we use it? Discuss various steps of Refine Edge.

UNIT – II (खंड II)

3. लेआउट के विभिन्न चरणों कौन-कौन से हैं ? विस्तार से बताईए ।

What are the various stages of layout planning? Discuss in detail.

या / OR

4. वाईट कोरिंग कलर प्रक्रिया के दौरान मुख्य बिंदुओं की विस्तार से चर्चा करें ? ग्रफिक्स डिजाइन के दौरान कितने प्रकार के रंगों का इस्तेमाल किया जाता है व्याख्या कीजिए ?

What are the points that should be considered white cheoring Colours for a design? Explain how millions of colours can be used in a graphic design.

UNIT – III (खंड III)

5. फोंट डिजाइनिंग में टाइप फेज के वर्गीकरण की विस्तार से चर्चा करें ?

Discuss The Classification of typeface of font designing in detail?

या / OR

6. प्रिंटर के पास आर्ट वर्क के साथ रफ लेआउट क्यों भेजा जाता है ? इसके बारे में विस्तार से समझायें ।

Why must the rough layout be sent to the printer along with the artwork?

UNIT – IV (खंड IV)

7. पिक्सल एवं रिजोल्यूशन क्या है ? विस्तार से समझायें।

What is Pixel and Resolution? Discuss briefly.

या / OR

8. एडोब–इन–डिजाइन के विभिन्न चरणों की विस्तार पूर्वक व्याख्या कीजिए ?

Describe the various steps of Adobe In Design?

UNIT – V (खंड V)

9. डीटीपी में कार्य करते समय किन मुख्य बिंदुओं का ध्यान रखना चाहिए ?

What are the important points to be kept in mind while working on DTP?

या / OR

Please Define following? (Each Question have **Three Marks**)

 (i) Layer (लेयर)

 (ii) File format in Corel (कोरल के फाईल फोरमेट)

 (iii) Masking (All Three Types) (मास्किंग के तीनों प्रकार)

 (iv) Transforming (ट्रांसफोरमिंग)

 (v) Poster (पोस्टर)

(200)

Sr. No. of Question Paper : 2074

Unique Paper Code   : 61018520

Name of the Paper   : Print Journalism and Production (GEC-5.1)

Name of the Course   : **B.Voc. (Printing Technology) (CBCS), 2018**

Semester   : V

Duration   : 3 Hours

Maximum Marks   : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

3. **All** questions carry equal marks.

1. What do you understand by specialized reporting? Describe the qualities of a Business correspondent.

OR

How specialized reporting is different from beat reporting? 'A correspondent, who covers parliament, needs special qualities'. Elaborate.

P.T.O.

2. Discusses the 'Nose for news' is must for investigative reporting. Explain with relevant examples.

OR

'Sting operation is a documentary proof for the reporter'. Explain the statement with suitable examples and methods.

3. Why attractive layout is essential for print journalism? Discuss the principles of layout designing.

OR

What is typography? How is it important for layout designing of a newspaper and magazine?

4. Which software is generally used for designing the pages of a newspaper? What is the difference between Quark Express and Adobe InDesign?

OR

Which tools are used to edit a photograph? Discuss the characteristic of Adobe Photoshop.

5. Write short notes on any **THREE** of the following:

   (a) Photo Selection

   (b) Photo Editing

   (c) Ownership and Control

   (d) Classification of newspapers

   (e) Caption writing

Your Roll No...............

Sr. No. of Question Paper : 2075

Unique Paper Code : 61018521

Name of the Paper : Media Industry & Management (GEC-5.2)

Name of the Course : **B.Voc. (Printing Technology) (CBCS), 2018**

Semester : V

Duration : 3 Hours

Maximum Marks : 75

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **all** questions.

3. **All** questions carry equal marks.

SECTION A

1. Write short notes on any **three** : (3×5=15)

   (a) TAM

   (b) Samir Jain

P.T.O.

(c) Network 18

(d) Culture industries

(e) Corporation

SECTION B

1. "Media products are usually called dual goods because they are mainly made up of two supplementary products geared toward two very different markets: content for the audience and the time dedicated by the audience for the advertisers." Explain.

OR

2. By the 1960s, theorists began to integrate and expand concepts and elements of both the classical and human relations schools. This effort, which continues into the 21st century, has produced an enormous amount of literature on modem management thought. Briefly discuss these five areas. (15)

SECTION C

3. How are television ratings measured? What is the full form of HITS? When and how was it introduced in India?

OR

4. What do we understand by media convergence? How does it impact both traditional and emerging contemporary media industries? Explain with examples.   (5+5+5=15)

SECTION D

5. Explain the different ownership patterns of the newspaper industry and also outline its advantages and disadvantages.

OR

6. There are a number of different theories and approaches used in the media economy. Which of these theories do you find the most useful and why?   (15)

SECTION E

7. How useful are the traditional labels of monopoly, oligopoly, monopolistic competition, and perfect competition in analysing media markets in the 21st century?

8. How does horizontal and vertical integration relate to competition and concentration? What, if any, are the problems caused by increasing levels of media concentration? (15)