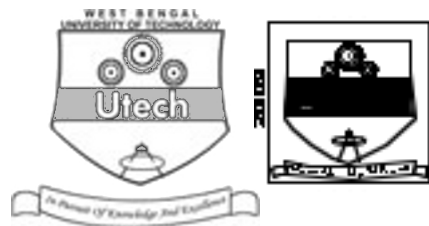


CS/BMS (SUPPLE)/SEM-5/MMS-503/09
DESIGN & PAGE MAKE-UP (SEMESTER - 5)



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the
Candidate

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CS/BMS (SUPPLE)/SEM-5/MMS-503/09
ENGINEERING & MANAGEMENT EXAMINATIONS, AUGUST – 2009
DESIGN & PAGE MAKE-UP (SEMESTER - 5)

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

1. This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
2. a) In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
b) For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
3. **Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
4. Read the instructions given inside carefully before answering.
5. You should not forget to write the corresponding question numbers while answering.
6. Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
7. **Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
8. You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
9. Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

	Group – A										Group – B					Group – C					Total Marks	Examiner's Signature
Question Number																						
Marks Obtained																						

.....
Head-Examiner/Co-Ordinator/Scrutineer

S-54035 (19/08)



DO NOT WRITE ON THIS PAGE



DESIGN & PAGE MAKE-UP
SEMESTER - 5



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10

i) 'The Corbusier Grid' is basically a system of dividing the space in a common

- | | |
|--------------|----------|
| a) square | b) box |
| c) rectangle | d) line. |

ii) The sole objective of the layout is to help the leader the days news with absolute ease.

- | | |
|-----------|------------|
| a) read | b) locate |
| c) browse | d) pursue. |

iii) The space between columns is called

- a) Sig
- b) Byline
- c) Gutters.

iv) At the end of a news report is written "See Page 8". You will call it

- a) Jump lines
- b) Byline
- c) Cut lines.



v) Grid is also known as

- a) Modular
- c) Layout

- b) Frame
- d) Design.

vi) Which Indian newspaper was the pioneer of modular layout in India ?

- a) The Indian Express
- c) The Times of India

- b) The Hindu
- d) None of these.

vii) The term 'Serif' deals with

- a) Typography
- c) a type of layout

- b) a differentiation of font
- d) none of these.

viii) What gives credit to reporters ?

- a) Jump lines
- b) Byline
- c) Credit lines.

ix) Blanket Head is also known as

- a) Skyline
- c) Dummy

- b) Mast head
- d) Banner head.

x) Twelve point type is also known as

- a) Pi
- c) Font

- b) Pica
- d) none of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

$$3 \times 5 = 15$$

2. Write short notes on any *two* of the following :

$$2 \times 2 \frac{1}{2} = 5$$

- i) Banner headline
- ii) Points
- iii) Cross headline
- iv) Logo.



3. Dummy is the functional ink. Explain.
4. Do you think Eye Movements are an important consideration regarding page make-up ?
5. What do you mean by contrast and balance ?
6. Write a small note on Circus Make-up.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following questions.

3 × 15 = 45

7. What is a dummy ? A good front page creates a reading rhythm. Explain.
8. Prepare a front page layout for a Kolkata based newspaper showing lead, 2nd lead, anchor, side bar, lead photo, solus etc.
9. What is centrepiece ? Why is it important ? What is it also known as ? Explain with a suitable example.
10. Write an essay about the importance of "Typography" in modern journalism.
11. Among the major Indian newspapers which one do you think is the perfect and rational pertaining to page make-up ? Justify your answer with appropriate examples.

END