



**SECTION - B (35 Marks)**

Answer ALL questions  
ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Overview the printing and packaging industry in India.	K1	CO5
		(OR)		
	11.b.	Discuss font types with illustrations.		
2	12.a.	Overview layout planning and types.	K3	CO3
		(OR)		
	12.b.	Discuss how desktop publishing has revolutionised printing.		
3	13.a.	Identify the popular file formats used in graphic design and discuss their applications.	K3	CO3
		(OR)		
	13.b.	Overview the tools, editing techniques and functions associated with popular image-editing software such as Adobe PhotoShop.		
4	14.a.	Explain how relief printing works.	K5	CO2
		(OR)		
	14.b.	Elaborate on colours and how they are managed in multicolour offset printing.		
5	15.a.	Outline printing press organisation and structure.	K5	CO1
		(OR)		
	15.b.	Describe the types of printing papers and their specific applications.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions  
ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Outline the essentials for good typography.	K2	CO3
2	17	What makes a decent design? Discuss the principles of design and layout.	K5	CO5
3	18	List the popular types of printers and characterise them.	K4	CO4
4	19	Compare and contrast the popular printing techniques and technologies.	K4	CO2
5	20	Comment on the economics of printing in contemporary times.	K6	CO1

Z-Z-Z END