

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.	Describe the key milestones in the history of printing, leading up to the invention of the printing press by Johannes Gutenberg.	K4	CO2
	(OR)			
	11.b.	Discuss the importance of spacing in typography. What are the different types of spacing used in typesetting, and how do they affect the overall design?	K4	
2	12.a.	What are the types of layout? Explain two.	K3	CO3
	(OR)			
	12.b.	Discuss the fundamental principles of good typography. How do these principles contribute to effective communication in design?	K4	
3	13.a.	Explain the process of relief printing process.	K3	CO2
	(OR)			
	13.b.	What is desktop publishing (DTP), and how does it differ from traditional typesetting and layout methods? Discuss the key features and benefits of DTP software.	K2	
4	14.a.	Explain the importance of composition.	K4	CO3
	(OR)			
	14.b.	Explain packaging laws and regulation.	K4	
5	15.a.	Discuss the concept of shape and proportion in packaging design.	K4	CO3
	(OR)			
	15.b.	Identify and describe the essential design elements commonly used in packaging, such as typography, imagery, and color. How do these elements work together to convey a brand's message?	K4	

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	Discuss New technological development in printing process.	K4	CO3
2	17	Describe the phototypesetting process in detail, from input to output. Discuss the advantages and limitations of phototypesetting in terms of flexibility, speed, and quality.	K5	CO5
3	18	Classify and describe the different types of printers commonly used in the printing industry, including their strengths and weaknesses.	K4	CO5
4	19	Explore the gravure printing process in detail, highlighting its advantages and limitations compared to other printing methods. How is gravure used in high-quality image reproduction?	K5	CO3
5	20	Describe the organizational structure of a typical printing press. What are the key departments and their responsibilities within a printing facility?	K5	CO1