



**Derozio Memorial College**  
**UGC Sponsored B.Voc in Printing and Book Publishing**  
**Semester -IV Examination, 2022**



Paper – PBPSC12PT (ARTISTIC MANAGEMENT AND PROJECTS ON ARTISTIC MANAGEMENT)  
Time Allotted: 1-hour Full Marks: 30

(The figures in the margin indicate full marks. Candidates should answer in their own words and adhere to the word limit as practicable.)

- 1. Answer in short on any five (5) of the followings: -** **5X2=10**
- What is typography?
  - What is the point system of typeface measurements?
  - What is 'frontispiece'?
  - What is Kerning?
  - What is a running head?
  - What is Gutter?
  - What is illustration?
  - What is the purpose of a layout?
- 2. Write short notes on any two (2) of the followings: -** **2X5=10**
- Epigraph
  - Embossing
  - Bull's eye
  - Artwork
- 3. Answer any one (1) of the followings: -** **1x10=10**
- Discuss about the role of illustration in a children's book.
  - How do we decide the cover design of a book?
  - What are the golden rules of magazine cover designing?
  - Describe the anatomy of a book with a diagram.

*N.B.: Students have to complete submission of their Answer Scripts through E-mail to their own respective college on the same day / date of examination within 1 hour after the end of exam. University / College authorities will not be held responsible for wrong submission (at in proper address). Students are strongly advised not to submit multiple copies of the same answer script.*

**E-mail ID for the respective B.Voc Courses:**

- [dmcbvoc.bcj@gmail.com](mailto:dmcbvoc.bcj@gmail.com) (Broadcast Journalism),
  - [dmcbvoc.pbp@gmail.com](mailto:dmcbvoc.pbp@gmail.com) (Printing and Book Publishing),
  - [dmcbvoc.pr@gmail.com](mailto:dmcbvoc.pr@gmail.com) (Public Relations).
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