

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JUN 2023**

Semester : Semester VI - 2020

Course Code : BDC310

Course Name : Sem VI - BDC310 - Printing and Publication

Program : BDC

Date : 14-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
- (ii) Question paper consists of 3 parts.*
- (iii) Scientific and non-programmable calculator are permitted.*
- (iv) Do not write any information on the question paper other than Roll Number.*

PART A

ANSWER ALL THE QUESTIONS

(2 X 5 = 10M)

1. What is Diamond Sutra, exactly? Explain.
(CO2,CO4) [Knowledge]
2. Which printing technique is regarded as a stencil-based technique? Explain.
(CO2,CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

3. How does inkjet printing work? Give examples of how inkjet printing is effective in the sphere of modern communication design.
(CO2,CO3) [Comprehension]
4. Provide a brief historical overview of printing culture. Describe the important influence that printing culture has had on a lot of societies around the world.
(CO2,CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(1 X 60 = 60M)

5. Give a Jury presentation on your specific area of case study.
(CO3,CO4) [Application]