

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester VI -2020

Course Code : BDC310

Course Name : Sem VI - BDC310 - Printing and Publication

Program : BDC

Date : 13-APR-2023

Time : 2:00PM - 3:30PM

Max Marks : 60

Weightage : 30%

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 THE FOLLOWING QUESTION

(1 X 10 = 10M)

1. Give a historical brief of the printing culture. Define the significant impact of printing culture on different communities across the world.

(CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

2. Describe the chronological timeline of the printing evolution.

(CO2) [Comprehension]

3. What is planography? Explain. How many types of planography processes are there? Define.

(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

4. What is Diamond Sutra? Explain the process of making Diamond Sutra.

(CO3) [Application]