

# **UNIVERSITY OF CALICUT**

BA MULTIMEDIA (UG Pvt Reg)  
III SEMESTER  
(2022 Admission onwards)

CORE COURSE

## **MEDIA PUBLISHING**

### **QUESTION BANK**

1. Which colour mode is used for print production?

- A.** CMYK      **B.** RYB      **C.** PANTONE      **D.** RGB

2. What is the extension of Adobe Indesign?

- A.** .PSD      **B.** .AEP      **C.** .INDD      **D.** .CDR

3. The final version of Adobe Pagemaker is \_\_\_\_\_

- A.** 6.0      **B.** CS      **C.** 7.0      **D.** 7.5

4. The letter Press Printing technology was introduced by \_\_\_\_\_

- A.** by Johannes Gutenberg      B. James Kitch      C. Edison

5. Master pages

- A. Cover page      B. For setting common elements  
C. Chapter page      D. None of the above

6. Page layout software

- A. After Effects      B. Adobe Indesign      C. MS Excel      D. Nuendo

7. Which file format contain photorealistic images

- A. JPG      B. CDR      C. EPS      D. DWG

8. Image enhancement

- A. Reducing the size
- C. Improving quality

- B. Enlarging the size
- D. None of the above

9. Image manipulation

- A. Image Exchange
- C. Image Exporting

- B. Image Editing
- D. None of the above

10. Paste board

- A. Hoarding board
- C. Flux board

- B. Short term data storage
- D. Notice board

11. DPI stands for

- A. Resolution measurement
- C. None of the above

- B. Resolution physical size

12. How to create PDF files from Adobe Indesign

- A. Create PostScript file and rendered to PDF presets
- C. Page setup as PDF above
- B. Adobe PDF
- D. None of the

13. Button Tool is used for

- A. Create buttons
- C. Create slices above

- B. Create shapes
- D. None of the

14. Increase the font size in Indesign

- A. Ctrl - Shift - >
- B. Ctrl -Shift- <
- C. Ctrl-Alt ->
- D. Ctrl-Alt - <

15. The first version of Adobe Indesign was released in

A. 1998                      B. 2000                      C. 2002    D. None of the above

16. Leading means

A. Space between images                      B. Space between two characters  
 C. Space between sentence                      D. Spaces between lines

17. In Indesign Alt + Shift + F11 stands for

A. Story Editor                      B. Glyphs  
 C. Leading                      D. None of the above

17. In Indesign Alt + Ctrl + M stands for

A. Outer Glow                      B. Drop Shadow  
 C. Align Center                      D. None of the above

18. A4 size

A. 28x22 cm    B. 29.7x21 cm    C. 30.5x23 cm    D. 18x27 cm

19. Post production in publishing

A. Lamination    B. Scanning                      C. Printing                      D. None of the above

20. Color separation

A. Pre-press    B. Press                      C. Post press    D. None of the above

21. Text wraps

A. Surround a picture with text                      B. Cropping the text  
 C. Editing the text                      D. None of the above

22. Embedding

A. Editing      B. Integrating      C. Deleting      D. All of These

23. Which of the following can't be included in a character style sheet?

A. Shortcut key      B. Leading      C. Font color      D. Tracking

25. Web feed printing

A. Offset printing with sheet      B. Offset printing with roll  
C. Digital printing with sheet      D. None of the above

26. Demy size

A. 20x19 cm      B. 29.7 cm x 21 cm      C. 28x22 cm      D. 56x44cm

27. Crown Size

A. 38.10x50.80 cm      B. 29.7 cm x 21 cm      C. 28x22 cm  
D. 56x44cm

28. Texture

A. Difference in elements      B. Difference in image  
C. None of the above      D. The surface feels of an object.

29. Color separation

A. Pre-production      B. Production  
C. Post production      D. None of the above

30. A proportional typeface contains glyphs of varying widths, while a \_\_\_\_\_ (non-proportional or fixed-width) typeface uses a single standard width for all glyphs in the font.

A. mono spaced                      B. Rotation                      C. dual spaced D.  
Linking

31. In Indesign command Ctrl + J is used for

A. Page Setup    B. Go to Page  
C. Color settings    D. None of the  
above

32. \_\_\_\_\_ is used for aligning columns of text

A. Base line Grid                      B. Document Grid                      C. Graph Editor

33. Each spread's pasteboard provides space to accommodate objects that

A. Bleed                      B. Spreads                      C. Align                      D. None of  
the above

34. All text in InDesign resides inside containers called

A. Text Frames    B. Paragraph Align  
C. Cropping    D. None of the above

35. The vertical space between lines of types is called

A. Leading                      B. Kerning                      C. Spacing                      D.  
None of the above

36. The appearance of text on your page depends on a complex interaction of processes called

A. Composition    B. Align  
C. Color Correction    D. None of  
the above

37. \_\_\_\_\_ is a collection of documents that can share styles, swatches, master pages, and other items.

A. A book file  
C. A document  
above

B. A template  
D. None of the

38. \_\_\_\_\_ consist of two or more simple paths that interact with or intercept each other.

A. Simple Paths  
Paths  
C. Compound Shapes  
above

B. Compound  
D. None of the

39. The beginning and end of each segment are marked by \_\_\_\_\_

A. Path  
C. Anchor Points

B. Segments  
D. End Points

40. Controls how far you have to move your mouse or stylus before a new anchor point is added to the path.

A. Smoothness  
of the above

B. Fidelity

C. Blending

D. None

41. It compresses image data without losing detail, its compression method is called

A. Lossy  
of the above

B. Lossless

C. Data

D. None

42. The main text of work not including the headlines.

A. Leading

B. Banner

C. Body

43. Arrangement of type and visual elements along with specifications for paper, ink colors and printing processes that, when combined, convey a visual message.

- A. Layout                      B. Proof                      C. Graphic Design
44. Photo whose most important details appear in the shadows.  
A. Low Key Photo                      B. High key photo                      C.  
Desaturated photo
45. Proof of type and graphics as they will look on the finished page complete with elements such as headings, rules and folios.  
A. Page Proof                      B. Spoilage                      C. Manuscript
46. Test sheet made to reveal errors or flaws, predict results on press and record how a printing job is intended to appear when finished.  
A. Spoilage                      B. Layout                      C. Proof
47. The size of the printed material in its finished stage  
A. Gutter                      B. Margin                      C. Trim Size
48. A graphic device that labels regularly appearing material by packaging the writer's name, the column's name and a small mug or drawing of the writer.  
A. Column logo                      B. Header                      C. Index
49. Small, detailed page diagram showing where all elements go.  
A. Blueprint                      B. Dummy                      C.  
Composition
50. A special label for any regularly appearing section, page or story; also called a standing head.  
A. Header                      B. Byline                      C. Gutter



51. A special headline treatment reserved for stories continued from another page.

- A. Jump headline                      B. Cutline                      C. Byline

52. One of the four standard colors used to produce full-color photos and artwork: Cyan (blue), magenta (red) yellow or black.

- A. Additive color                      B. Process color                      C. Primary color

53. Coding formats (size, leading, color, etc.) that can be applied instantly to selected text in desktop publishing programs.

- A. Paragraph                      B. Formats                      C. Style sheets

54. Formal statement of newspaper's name, officers, place of publication and other descriptive information, usually on the editorial page.

- A. Dateline                      B. Masthead                      C. Teaser

55. Red, yellow, orange

- A. Secondary colors                      B. Warm colors                      C. Cool colors

56. A grayed color.

- A. Gradient                      B. High key                      C. Tone

57. Secondary colors.

- A. Red, Yellow, Blue    B. Orange, Green, Violet    C. Blue, Green, Red

58. Adjustment of horizontal space between two written characters.

- A. Aligning  
Leading
- B. Kerning
- C.

59. The rule devised to give proportions of height to width when laying out text and illustrations to produce the most optically pleasing result.

- A. Leading line
- B. Rule of third
- C. Golden ratio

60. Adjustment of horizontal space between two written characters.

- A. Kerning
- B. Leading
- C. Setting

61. The degree of difference between the lightest and darkest parts of a picture.

- A. Brightness
- B. Contrast
- C. Luminous

62. A function within a graphics application that assists in selecting or setting a color.

- A. Selection tool
- B. Color picker
- C. Paint Bucket tool

63. What is the ideal resolution of an image for offset Printing

- A. 72 dpi
- B. 100 dpi
- C. 300 dpi

64. Cross platform file format

- A. Compatible to multiple OS
- B. MAC Software
- C. Works only in Windows
- D. Open source

65. Master pages

- A. Cover page elements
- C. Chapter page

- B. For setting common
- D. None of the above

66.The Color model used to display in Electronic Media

- A. CMYK
- B. HSB
- C.RGB
- D. BMP

67.Contrast

- A. Balancing Pixels
- C. Scaling Files
- B. Dealing with Colour
- D. masking

68.Image manipulation

- A. Image Exchange
- C. Image Exporting
- B. Image Editing
- D. None of the above

69.PDF documents

- A. Independent of Application Software text file
- C. Graphics file
- B. Open only as
- D. None of the above

70.Post production in publishing

- A. Lamination of the above
- B. Scanning
- C. Printing
- D. None

71.Desk Top Publishing

- A. Java the above
- B. Net
- C. Indesign
- D. None of

72.Colour separation

- A. Pre press above
- B. Press
- C. Post press
- D. None of the

73.Pre-press

- A. Scanning of the above      B. Binding      C. Lamination      D. None of the above

74.A quality of Digital Image is measured by

- A. Physical size      B. Height and width      C. DPI      D. None of the above

75.Text wraps

- A. Surround a picture with text  
C. Editing the text above
- B. Cropping the text  
D. None of the above

76.What is the ideal resolution of an image for web

- A. 72 dpi      B. 300 dpi      C. 100 dpi      D. 250 dpi

77.Luminance

- A. Resolution Measurement      B. Physical Measurement  
C. Photometric Measure      D.None of the Above

78.Master pages

- A. For uniform layout      B. Facing page  
B. Ending page      D. None of the above

79.In typography, the assembly of typographic elements, such as words and paragraphs, into pages ready for printing.

- A. body      B. article      C. Composition

80.The unit of measurement for paper weight

- A. None of these      B. GSM(grams per square meter).  
C. KSM      D. None of the above

81. Amount of space between lines of type.

A. Byline

B. Deck

C.

Leading

82. One sheet of paper in a publication.

A. Legal

B. Fold

C. Leaf

83. Line used as a graphic element to separate or organize copy.

A. Rule

B. Slice

C. Column

84. A vertical area for type, used to constrain line length to enhance design and readability.

A. Row

B. Sidebar

C.

Column

85. A non-standard headline (often with decorative type, rules, all caps, etc.) used to enhance the design of a feature story, photo spread or news package.

A. Outline

B. Byline

C. Display

headline

86. Elements aligned so they're all even along their left margin.

A. Flush right

B. Flush left

C.

Justified

87. A large capital letter set at the beginning of a paragraph.

A. Type

B. Icon

C. Initial cap

88. Art or text set inside other art or text.

A. Body

B. Type

C. Inset

89.A block of information, including staff names and publication date, often printed on the editorial page.

A. Banner

B. Footer

C. Masthead

90.One of the four standard colors used to produce full-color photos and artwork: Cyan (blue), magenta (red) yellow or black.

A. Additive color

B. Process color

C.

Primary color

91.Text that's indented around a photo or artwork; also called a run around or skew.

A. Wraparound

B. Bold

C. Italic

92.A form has height, width, and depth.

A. 3D

B. 2D

C.4D

93.You can actually feel slick, smooth, rough, velvety, satiny, and bumpy

A. Pattern

B. Real texture

C. Bitmap

94.Colors that are side by side on the color wheel.

A. Analogous colors B. Achromatic colorsC. Complementary colors

95.Shows a difference between the elements of art.

A. Texture

B. Color

C. Contrast

96.A shape is an area enclosed by an outline.

A. 2-D

B. 3D

C. Form

97. Primary colors

A. Orange, green, violet  
Green, Orange

B. Red, Yellow, Blue

C. Red,

98. Space added between lines of type to space out text and provide visual separation of the lines.

A. Kerning

B. Leading

C. Setting

99. The way in which the elements in visual arts are arranged to create a feeling of equilibrium in a work of art.

A. Balance

B. Harmony

C. Unity

100. Press layout

A. arranging text and image  
news

B. Arranging

C. Arranging printing equipment  
the above

D. None of

# ANSWERS

- |       |       |       |
|-------|-------|-------|
| 1. A  | 2. C  | 3. C  |
| 4. A  | 5. B  | 6. B  |
| 7. A  | 8. C  | 9. B  |
| 10. B | 11. A | 12. B |
| 13. A | 14. A | 15. B |
| 16. D | 17. B | 18. A |
| 19. A | 20. B | 21. A |
| 22. B | 23. A | 24.   |
| 25. B | 26. A | 27. A |
| 28. D | 29. B | 30. A |
| 31. B | 32. A | 33. A |
| 34. A | 35. A | 36. A |
| 37. B | 38. B | 39. C |
| 40. C | 41. A | 42. C |
| 43. C | 44. A | 45. B |
| 46. C | 47. C | 48. A |



49. B  
52. B  
55. B  
58. B  
61. B  
64. A  
67. B  
70. A  
73. A  
76. A  
79. C  
82. C  
85. C  
88. C  
91. A  
94. A  
97. B  
100. A

50. A  
53. C  
56. C  
59. C  
62. B  
65. B  
68. B  
71. C  
74. C  
77. C  
80. B  
83. A  
86. B  
89. C  
92. A  
95. C  
98. B

51. A  
54. C  
57. B  
60. A  
63. C  
66. C  
69. A  
72. B  
75. A  
78. D  
81. C  
84. C  
87. C  
90. B  
93. B  
96. A  
99. B