

UNIVERSITY OF CALICUT
SCHOOL OF DISTANCE EDUCATION
BMMC (2011 Admn.)
III SEMESTER
CORE COURSE **Media Publishing**
QUESTION BANK

1. Which file format contain photorealistic images
A. JPG B. CDR C. EPS D. DWG
2. File format is vector based
A. JPEG B. TIFF C. PSD D. DWG
3. PDF
A. compatible with multiplatform B. Spread sheet
C. Bitmap image D. Text editor
4. A Digital Image is made up of thousands of
A. Pixels B. curves C. Drawings D. Lines
5. Magic wand tool
A. To select similar colour B. To clone image
C. Editing documents D. To make image sharper
6. Tiff Stands for
A. Tiled Image format B. Tagged Image File format
C. Typical Information format D. Title Interchange File Format
7. Photoshop Document file
A. JPEG B. PSD C. ODT D. DOC
8. What is the ideal resolution of an image for offset Printing
A. 72 dpi B. 300 dpi C. 100 dpi D. 20 dpi
9. Contrast colour
A. Unifom colour B. Difference in colour and light
C. Gray scale D. None of the above
10. Pixels
A. Digital image B. Analogue image C. Vector drawing D. None of the above
11. Image Editing Software
A. Photoshop B. MS word C. MS Excel D. Power Point
12. Cross platform file format
A. Compatible to multiple OS B. MAC Software
C. Works only in Windows D. Open source

13. Is not an image Format
A. PSD B. MS C. TIFF D. JPEG
14. Which colour mode is used for print production
A. CMYK B. HSB C. PANTONE D. RGB
15. Master pages
A. Cover page B. For setting common elements
C. Chapter page 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. Which command is found in the Quark File menu
A. New Document B. New Library C. New web document D. Motion tween
18. Which one of the following is an operating system
A. Corel Draw B. Windows 7 C. Acrobat D. MS access
19. Which of the following can't be included in a character style sheet
A. Shortcut key B. Leading C. Font color D. Tracking
20. The Color model used to display in Electronic Media
A. CMYK B. HSB C. RGB D. BMP
21. Which one of the following is a web design tool
A. Page maker B. MS Power point C. Photoshop D. MS word
22. Leap office
A. Malayalam text editor B. Presentation Software
C. Image Editor D. None of the above
23. Page layout software
A. Acrobat B. Page maker C. Power Point D. Autocad
24. Not an Application of Quark xpress
A. Digital publishing B. Lay out C. Printing D. 3DAnimation
25. Difference in luminance
A. Harmony B. Composition C. Contrast D. None of the above
26. Tiff Files
A. Text format B. Spread sheet
C. Image format D. None of the above
27. Cross platform file format
A. Work in Windows, linux and MAC B. Works only in Linux
C. Works only in Windows D. None of the above

28. Amount of light that falls in to the sensor of the camera
A. Exposure B. White balance C. Depth of Field D. Three point lighting
29. Contrast
A. Balancing Pixels B. Dealing with Colour
C. Scaling Files D. masking
30. Image compression
A. Reduce the image data B. Reduce hight and width
C. Reduce physical size D. None of the above
31. Image resolution
A. Height X Width B. Dot per inch
C. Contrast D. None of the above
32. Cropping
A. Improve framing B. Reducing physical size
C. Compressing D. None of the above
33. Flush-cut
A. Printed material without white boarders B. A binding term
C. Reduction D. None of the above
34. A4 size
A. 28x22 cm B. 29.7x21 cm C. 30.5x23 cm D. 18x27 cm
35. RGB
A. Red Green Black B. Red Green Blue C. Red Gray Black D. None of the above
36. CMYK
A. Cyan Magenda Yellow Black B. Coffee brown Maroon yellow Blue
C. Chinese red Metallic red Yellow Blue D. None of the above
37. PNG
A. Preprogrammable Network Graphics B. Project Network Group
C. Portable Network Graphics D. None of the above
38. JPEG
A. Joint Picture Export Group B. Joint Photographic Experts Group
C. Joint programming Experts Group D. None of the above
39. GIF
A. Graphic Interchange Format B. Graphic Integrating File
C. Graphic Integrating Form D. None of the above
40. Image manipulation
A. Image Exchange B. Image Editing
C. Image Exporting D. None of the above
41. Image enhancement
A. Reducing the size B. Enlarging the size
C. Improving quality D. None of the above

42. PDF documents
A. Independent of Application Software B. Open only as text file
C. Graphics file D. None of the above
43. Page design software
A. In design B. Exel C. Power point D. None of the above
44. Text editing software
A. Word B. Power point C. Exel D. None of the above
45. Post production in publishing
A. Lamination B. Scanning C. Printing D. None of the above
46. Desk Top Publishing
A. Java B. Net C. Page maker D. None of the above
47. Web design tool
A. Excel B. Draem weaver C. Power point D. None of the above
48. Colour separation
A. Pre press B. Press C. Post press D. None of the above
49. Pre-press
A. Scanning B. Binding C. Lamination D. None of the above
50. File format of Photoshop
A. psd B. exe C. dmg D. None of the above
51. Vector graphics
A. Geometric primitives B. Pixels
C. Colour Dots D. None of the above
52. File format for Vector
A. JPEG B. TIFF C. SVG D. BMP
53. Rastor
A. Pixel B. Vector graphics C. Geometric patterns D. Text
54. A quality of Digital Image is measured by
A. Physical size B. Height and width C. DPI D. None of the above
55. Which file format is used for account statements
A. excel B. PSD C. ODT D. DOC
56. What is resolution of an image
A. Details of an image B. Dimension of an image
C. Contrast of an Image D. None of the above
57. Text wraps
A. Surround a picture with text B. Cropping the text
C. Editing the text D. None of the above

58. Paste board
A. Hoarding board
C. Flux board
B. Short term data storage
D. Notice board
59. Spread sheet
A. MS Excel B. Photoshop C. Power Point D. PageMaker
60. Presentation software
A. MS Excel B. Photoshop C. Power Point D. PageMaker
61. Is not an image Format
A. TIFF B. GIF C. DOC D. JPEG
62. Embedding
A. Editing B. Integrating C. Deleting D. All of These
63. A vector image is made up of
A. Pixels B. geometric patterns C. Text D. None of the above
64. Which file format is used for better image compression
A. JPEG B. PSD C. ODT D. DOC
65. DPI
A. Resolution measurement B. Resolution physical size
C. Resolution for D. None of the above
66. . Pick the kind of application Quark does not support
A. Pre-press B. Colour separation C. Lay out D. Non linear editing
67. Which is not a publishing software
A. Page maker B. Indesign C. Quark xpress D. 3D max
68. One of the following is an operating system
A. Corel Draw B. Gnu linux C. Acrobat D. MS access
69. Which of the following can't be included in a character style sheet
A. Shortcut key B. Leading C. Font color D. Tracking
70. A smallest element in digital image
A. Pixels B. Bitmap C. Resolution D. Vector Images
71. What is the ideal resolution of an image for web
A. 72 dpi B. 300 dpi C. 100 dpi D. 250 dpi
72. SLR
A. Single Lens Reflex B. Semi Lens Reflector
C. System Linear Remote D. Specification of Lens range

73. Luminance
A. Resolution Measurement
C. Photometric Measure
B. Physical Measurement
D. None of the Above
74. Graphic design
A. Visual communication design
C. Drawing a graph
B. Design on graph paper
D. None of the above
75. Pixel
A. Amount of colors in a picture
C. Size of the picture
B. Smallest element in a picture
D. None of the above
76. Text editing software
A. Word
B. Power point
C. Exel
D. None of the above
77. How to create PDF files from QuarkXPress
A. Create PostScript file and rendered to PDF
C. Page setup as PDF
B. Save as PDF
D. None of the above
78. HTML
A. Hyper text making list
C. Hypermedia text materials
B. Hyper textmark up language
D. None of the above
79. Decrease Image in Quark xpress
A. Ctrl-Alt-Shift-<
B. Ctrl-Alt-Shift-{
C. Ctrl-Shift-}
D. Ctrl-Alt-Shift-9
80. Increase Image in Quark xpress
A. Ctrl-Shift-Drag
B. Ctrl-Alt-Shift->
C. Ctrl-Shift-M
D. Ctrl-Shift-F
81. Scale Box and Contents in Quark xpress
A. Ctrl-Alt-Shift-<
B. Ctrl-Alt-Shift-{
C. Ctrl-Drag
D. Ctrl-Shift-F
82. Center picture in Quark xpress
A. Ctrl-Shift-Drag
B. Ctrl-Alt-Shift->
C. Ctrl-Shift-M
D. Ctrl-Shift-M
83. Decrease Preset Range in Quark xpress
A. Ctrl-Shift-}
B. Ctrl-Alt-Shift-9
C. Ctrl-Shift-<
D. Ctrl-Shift-F
84. Press layout
A. arranging text and image
C. Arranging printing equipments
B. Arranging news
D. None of the above
85. Web feed printing
A. Offset printing with sheet
C. Digital printing with sheet
B. Offset printing with roll
D. None of the above
86. Master pages
A. For uniform layout
C. Ending page
B. Facing page
D. None of the above

ANSWER KEYS

1(a)	23(b)	45(a)	67(d)
2(d)	24(d)	46(c)	68(b)
3(a)	25(c)	47(b)	69(a)
4(a)	26(c)	48(a)	70(a)
5(a)	27(a)	49(a)	71(a)
6(b)	28(a)	50(a)	72(a)
7(b)	29(b)	51(a)	73(c)
8(b)	30(a)	52(c)	74(a)
9(b)	31(b)	53(a)	75(b)
10(a)	32(b)	54(c)	76(a)
11(a)	33(a)	55(a)	77(a)
12(a)	34(b)	56(a)	78(b)
13(b)	35(b)	57(a)	79(a)
14(a)	36(a)	58(b)	80(b)
15(b)	37(c)	59(a)	81(c)
16(d)	38(b)	60(c)	82(d)
17(d)	39(a)	61(c)	83(c)
18(b)	40(b)	62(b)	84(a)
19(a)	41(c)	63(c)	85(b)
20(c)	42(a)	64(a)	86(a)
21(c)	43(a)	65(a)	
22(a)	44(a)	66(d)	

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