

PART III

22 — PRINTING TECHNOLOGY

(Answer ALL questions)

56. _____ is a non-continuous light source
- Tungsten
 - Daylight
 - Sodium Vapour
 - Incandescent light
57. Calculate the number of reproducible colors in RGB mode when bit depth is 8 bits/channel
- 8
 - 256
 - 16.78 millions
 - 4.29 billions
58. In graphic design, _____ is the emphasis to show order of communication
- Hierarchy
 - Monospace
 - Knoll
 - Aspect ratio
59. _____ file format in e-publishing is not re-flowable and has fixed page layout
- .epub
 - .mobi
 - .rtf
 - .pdf
60. In XML, _____ declaration above contains a reference to a DTD file
- Element
 - Entity
 - Doctype
 - Heading
61. _____ uses recorded detail of raster structure with high resolution
- Platereader
 - Densitometer
 - Colorimeter
 - Spectrophotometer
62. _____ tag refers to transformation of colors from device to PCS using perceptual rendering intent
- A2B0
 - A2B1
 - B2A0
 - B2A1
63. In Raster Image Processor, the objects of the display list are converted into device specific resolution of the output device in _____ module
- Imaging
 - Interpreter
 - Renderer
 - Screening
64. In Life Cycle Assessment for packaging, _____ phase is the information-gathering phase for all environmental inputs and outputs for all parts of the product system that is being examined.
- Goals and scoping
 - Life cycle inventory
 - Life cycle impact assessment
 - Interpretation
65. _____ refers to this folding carton design style
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- Reverse tuck
 - Tuck and tongue
 - Tuck and seal end
 - Overlap and seal end
66. The ISO standard for colour measurement is
- ISO 2846-1:2017
 - ISO 13655:2017
 - ISO 15076-1:2010
 - ISO 15930-7:2010

67. In gravure cylinder engraving, the cells produced by _____ engraving are half-autotypical
- Direct transfer
 - Diffusion etch
 - Electromechanical
 - Laser
68. To increase the print length circumferentially the printer can resort to:
- Stretch the plate
 - Condition the paper
 - Increase the blanket packing
 - Increase the plate packing.
69. Temporary care for a smashed blanket is to apply:
- Methyl Ethyl Ketone
 - Iso Propyl Alcohol
 - Petrol
 - Benzene
70. Using Brunner equation what is the trap value of Red overprint, if the Green Filter readings of Red is 1.02, Magenta is 1.35, and Yellow is 0.07:
- 84
 - 64
 - 74
 - 94
71. In an inking system, contact between a fixed roller and the transfer roller is established with:
- Lock nut
 - Lever
 - Set screws
 - Eccentric bush
72. Double sheets could be avoided by
- Adjusting the pile height governor,
 - Increasing the blast air,
 - Reducing Vacuum in suckers,
 - Reducing the blast air.
73. Absorbency of paper is taken care in which stage of paper making?
- Beating
 - Loading
 - Sizing
 - Colouring
74. The purpose of Dandy roll is:
- Impart water mark
 - Squeeze water
 - Dry the paper
 - Apply pressure
75. The total range of colors that can be rendered by a process color printer is called:
- Color separation
 - Color portability
 - Color transform
 - Color gamut
76. An alternative to gum arabic is:
- Liquefied rosin
 - Carboxy methyl cellulose
 - Sodium meta bisulphate
 - Bichromate
77. For digital camera images, the two common file formats are:
- JPEG & TIFF
 - GIF & BMP
 - JDF & GIF
 - BMP & PICT
78. Ink doesn't adhere to substrate due to:
- Surface tension
 - Cohesion tension
 - Coercive tension
 - Adhesion tension
79. Purpose of chilling unit in heat set press:
- To increase the moisture content
 - To set the binder and pigment
 - To reduce the temperature
 - To reduce the pH of paper

80. Metallic ring used to reinforce a hole to prevent tearing-off of the board
- Guarding
 - Tipping
 - Eyeletting
 - Banding
81. The processes of creating recessed relief images and designs in paper and other materials.
- Embossing
 - Debossing
 - Glazing
 - Scorching
82. _____ is used to take paper, fold it, insert it into an envelope and seal the envelope.
- Folder inserters
 - Folder sealers
 - Z fold
 - Gripper edge fold
83. Ring binding is also called as
- Loose leaf binding
 - Mechanical binding
 - Perfect binding
 - Case binding
84. The placing of a section within another section is known as
- Insetting
 - Inserting
 - Collating
 - Gathering
85. Thin layer of coating material applied to the printed material is called
- Varnishing
 - Lamination
 - Gumming
 - Gold foiling
86. Buffer storage in mailroom system is
- Storing the unprinted sheets
 - Storing the printed sheets
 - Storing the materials used in printing
 - Storing the rejected newspapers
87. These are string like materials made from flax and have very long fibers, different thickness and twists.
- Buckram
 - Tapes and webbings
 - Cords
 - Vellum
88. The method used to prevent the wearing and dog-earing of the square corners of small pocket books.
- Guarding
 - Drilling
 - Perforating
 - Round cornering
89. In _____ method, the sections are sewn without tapes or cords but with thread only.
- French sewing
 - Flexible sewing
 - Saw-in sewing
 - Sunk cord sewing
90. Dip shear action of the knife means
- The knife descends down vertically
 - The knife descends down at an angle
 - The knife descends and cut at 90°
 - The knife descends down vertically and cuts at an angle
91. The primary function of paraffin waxes as coating material is
- Low temperature sealability
 - Grease resistance and Barrier properties
 - Heat sealability and grease resistance
 - Gloss

92. The non-wood fibre sources used for making paper is
- Oak, Pine
 - Beech, Bagasse
 - Hemp, Bagasse
 - Bagasse, Birch
93. _____ properties are important for paperboard for the process of cutting and creasing to make a box in packaging applications
- Pick resistance, moisture
 - Gloss and Haze
 - Tear, Tensile Strength
 - Smoothness and porosity
94. If the press speed increases the viscosity of the printing ink _____
- Increases
 - Decreases
 - Remains the same
 - Increases and then decreases
95. The tack value of offset multicolour printing is $C = 25$, $M = 28$, $Y = 24$ and $B = 30$. _____ printing sequence has to be followed during printing to avoid printing problems
- MCYB
 - YMBC
 - YCMB
 - BMCY
96. The cobb value of sized board is _____ compared to unsized board
- Higher
 - Lower
 - Remains the same
 - None of the above
97. Generally, in corrugation the grammage of fluting medium lies in the region between _____
- 80-250 GSM
 - 400-600 GSM
 - 40-60 GSM
 - 350-450 GSM
98. _____ is the most important property of a cushioning material to protect the packed content even at repeated stress environment
- Elongation
 - Tensile Strength
 - Compression Strength
 - Recovery
99. The difference between UV inks and UV LED inks are based on the variations in the constituents of
- Pre-polymers
 - Additives
 - Diluents
 - Photo-initiators
100. In paper making _____ property is increased and suddenly decreased by increasing the beating process
- Tensile
 - Dimensional Stability
 - Burst
 - Tear
101. _____ is the TAPPI standard followed to test the tear property of paper
- T414
 - T569
 - T511
 - T489
102. In X-ray pattern the amorphous polymers have _____ peak
- Sharp
 - Diffuse or broad
 - Diffuse and broad
 - None of the above
103. The plastic trays used in food packaging applications are produced by _____ process
- Injection molding
 - Blow molding
 - Thermoforming
 - Extrusion

104. A brand's power derived from the goodwill and recognition it has earned over time is called _____
- Brand Equity
 - Brand Architecture
 - Brand Promotion
 - All the above
105. A brand's action perceived by a person is called _____
- Brand Management
 - Brand Promotion
 - Brand alignment
 - Brand experience
106. Method of launching a new product by using an existing brand name is called.
- Brand extension
 - Brand Management
 - Brand Equity
 - Brand Awareness
107. How a business wants to communicate about the style logo and other visual elements by a brand is called as _____
- Brand Extension
 - Brand Equity
 - Brand Management
 - Brand Identity
108. A unique bundle of associations within the minds of target customers is called as _____
- Brand Equity
 - Brand Extension
 - Brand Image
 - All the above
109. Categories of brands that share specific universally recognizable personality traits are called _____
- Brand Archetype
 - Brand Equity
 - Brand Identity
 - Brand Image
110. A thorough examination of a brand's performance is called
- Branding
 - Brand Audit
 - Brand Removal
 - Brand Identity
111. LCA in sustainable packaging is the abbreviation for :
- Life cycle Assessments
 - Life cycle Audit
 - Large cycle Action
 - All the above
112. The total emissions caused by an individual, event, organization or package is called
- Carbon footprint
 - Sustainable package
 - Ecofriendly pack
 - All the above
113. A term in marketing deceptively used to promote an organization's product as environmental friendly is called
- Green Washing
 - Green Labelling
 - Green Housing
 - White Washing
114. A digital invisible marking that is applied to cartons, lables, closures etc. is called
- Cryptoglyph
 - Masking
 - Watermark
 - All the above
115. A type of intellectual property of an organization which is a recognizable sign or design is called
- Trademark
 - Logo
 - Symbol
 - Identity