

**MBP-001 TO MBP 007**

**POST GRADUATE DIPLOMA  
IN BOOK PUBLISHING**

**(JULY 2023 and JANUARY 2024 SESSIONS)**

**MBP-001: INTRODUCTION TO PUBLISHING AND ITS LEGAL ASPECTS**

**MBP-002: EDITING AND PRE-PRESS**

**MBP-003: PRODUCTION AND EMERGING TECHNOLOGIES**

**MBP-004: MARKETING PROMOTION AND DISTRIBUTION OF BOOKS**

**MBP-005: EDITING BOOKS FOR CHILDREN**

**MBP-006: EDITING SCIENTIFIC, TECHNICAL AND MEDICAL BOOKS**

**MBP-007: EDITING TEXTBOOKS**



**School of Humanities**

**Indira Gandhi National Open University**

**Maidan Garhi, New Delhi-110068**

**ASSIGNMENTS**  
**POST GRADUATE DIPLOMA IN BOOK PUBLISHING (MBP 001 TO MBP 007)**

**MBP 001: INTRODUCTION TO PUBLISHING AND ITS LEGAL ASPECTS**

**MBP 002: EDITING AND PRE-PRESS**

**MBP 003: PRODUCTION AND EMERGING TECHNOLOGIES**

**MBP004: MARKETING PROMOTION AND DISTRIBUTION OF BOOKS**

**MBP 005: EDITING BOOKS FOR CHILDREN**

**MBP 006: EDITING SCIENTIFIC, TECHNICAL AND MEDICAL BOOKS**

**MBP 007: EDITING TEXTBOOKS**

**Programme: PGDBP**  
**Course Code: MBP-001/2023/ 2024**

Dear Learners,

You are required to do one assignment for each Course (Courses 1-7) of the PG Diploma in Book Publishing. Each assignment is a Tutor Marked Assignment (TMA) and carries 100 marks. Each assignment covers the entire course.

**Aims:** This TMA is concerned mainly with assessing your application and understanding of the course material. You are not required to reproduce chunks of information from the course material but to apply the information you have acquired during the course of study. This assignment aims to teach as well as to assess your performance. Please ensure that you read all the units of the course. Do make points as you go along. If there is anything you do not understand, please ask the Counsellor at your Study Centre for clarification. Once you are able to do the assignment satisfactorily, you will be ready to take the Term-end exam with confidence.

**Instructions:** Before attempting the assignment, please read the following instructions carefully.

1. Read the detailed instructions about the assignment given in the Programme Guide.
2. Write your Enrolment Number, Name, Full Address and Date on the top right corner of the first page of your response sheet(s).
3. Write the Course Title, Assignment Number and the Name of the Study Centre you are attached to, in the centre of the first page of your response sheet(s).

The top of the first page of your response sheet should look like this:

---

---

**ENROLMENT NO**.....  
**NAME**.....  
**ADDRESS**.....

**COURSE TITLE**:.....  
**ASSIGNMENT NO**:.....  
**STUDY CENTRE**:..... **DATE**: .....

---

4. Use only A4 paper size for your assignment and tag all the pages carefully.
5. Write the relevant question number with each answer.
6. You should write the answer in your own handwriting.
7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by 31<sup>st</sup> March (for June examination) and 30<sup>th</sup> September (for December examination). Please read the instructions given in your Programme Guide.

### **GUIDELINES FOR TMAs**

You will find it useful to keep the following points in mind:

1. **Planning:** Read the questions carefully. Go through the points on which they are based. Make some points regarding each question and then rearrange these in a logical order. And please write the answers in your own words. Do not reproduce passages from the units.
2. **Organisation:** Be a little more selective and analytic before drawing up a rough outline of your answer. In an essay-type question, give adequate attention to your introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question. In the course of your answer, you may like to make references to other texts or books as this will add some depth to your analysis.

**Make sure that your answer:**

- (a) is logical and coherent;
- (b) has clear connections between sentences and paragraphs;
- (c) is written correctly giving adequate consideration to your expression, style and presentation;
- (d) does not exceed the number of words indicated in the question.

3. **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize.

**Remember that you must submit your assignments before you can appear for the Term End Exams. Please remember to keep a copy of your completed assignment, just in case the one you submitted is lost in transit.**

**Last date for submission of assignments:**

**For June examination: 31<sup>st</sup> March**

**For December examination: 30<sup>th</sup> September**

**Good luck with your work!**

**MBP- 001**  
**ASSIGNMENT**  
**(Based on Blocks 1-3)**

**Programme: MBP**  
**Assignment Code: MBP-001/TMA/2023-24**  
**Max. Marks: 100**

**Answer all questions: (350 words per answer unless otherwise indicated)**

**All questions carry equal marks**

1. Describe the structure of a publishing house and briefly discuss the tasks carried out by the editorial department. (20)
2. Explain the concept of copyright and ownership of copyright. Discuss what is meant by 'infringement of copyright'. (20)
3. Why is it important for an author and publisher to enter into a Publisher's Contract? What are the aspects usually covered by a Publisher's Contract? (20)
4. What are the tasks carried out by the Production Department of a publishing house? What are the jobs/openings available in the Production Department? (20)
5. Write short notes of about 150 words each on any two:  
(10 +10=20)

1. Differences between book publishing and newspaper publishing
2. Born Digital
3. ISBN

**MBP- 002 EDITING AND PRE-PRESS  
ASSIGNMENT  
(Based on Blocks 1-4)**

**Programme: MBP  
Assignment Code: MBP-002/TMA/2023- 24  
Max. Marks: 100**

**Answer all questions (350 words per answer unless otherwise indicated). All questions carry equal marks.**

1. What is meant by 'acquisition' and 'commissioning' of manuscripts? Discuss the various means by which a publishing house acquires manuscripts. (20)
2. Explain the role of a copy editor in the publishing process. (20)
3. What are the tasks carried out by the proof reader? Write any five proof reading symbols and their meanings. (20)
4. What is layout? What are the different types of layout? (20)
5. Write short notes of about 150 words each on any two: (10+10= 20)
  - a. The process of refereeing
  - b. Desktop publishing
  - c. Type families
  - d. Computer generated illustrations

**ASSIGNMENT**  
**MBP- 003: Production and Emerging Technologies**  
**(Based on Blocks 1-4)**

**Programme:**  
**PGDBP Assignment Code: MBP**  
**003/TMA/2023-24**  
**Max. Marks: 100**

**Answer Any Five Questions.**

**All questions carry equal marks. (350-400 words for 20 marks and 200 words for 10 marks)**

1. Discuss the three major processes of Printing. 20
2. Write an extended note on the various parts of a Book. 20
3. Explain the various commonly types of composing practices in the Publishing Industry. 20
4. Write an essay on different types of binding as used in publishing particularly in India. 20
5. Discuss the various Design programmes as used in the making of a Book and also their role in enhancement of the book. 20
6. Write Short notes in about 200 words: (10 X 2 =20)
  - a) Innovations in Printing
  - b) Desktop Publishing

## ASSIGNMENT

### MBP- 004: Marketing Promotion and Distribution of Books (Based on Blocks 1-4)

Programme:  
PGDBP Assignment Code: MBP  
004/TMA/2023-24  
Max. Marks:100

**Answer Any Five Questions.**

**All questions carry equal marks. (350-400 words for 20 marks and 200 words for 10 marks)**

1. Discuss various Marketing Strategies which can be employed for the promotion of a book. 20
2. Elaborate on the major types of Distribution systems that are in practice in the Publishing world. 20
3. Write a detailed analytical essay on Publisher-Distributor agreement keeping in view all the complexities involved? 20
4. What are the various methods and practices used in the process of Book promotion? 20
5. What is the role and significance of Trade Fairs, Book Fairs and Exhibitions in book promotion? 20
6. Write Short notes in about 200 words: (10 X 2 = 20)
  - a. Mailing / posting materials
  - b. Cost determination of a Book



**ASSIGNMENT**  
**MBP-005 EDITING BOOKS FOR CHILDREN**  
**(Based on Blocks 1-4)**

**Programme:**  
**PGDBP Assignment Code: MBP**  
**005/TMA/2023-24**  
**Maximum Marks 100**

**Answer any Five questions ( 20 x 5 = 100).**

1. What are the four stages of development, as proposed by Piaget?
2. What do you understand by the colour wheel and what are primary and secondary colours.
3. What are the different types of graphics and what is their importance in children's literature?
4. What are the different forms of non-fiction for children?
5. Discuss some points that the editor should keep in mind while editing poetry for children.
6. Write short notes on the following: (5x4=20)
  - a) Teacher support materials
  - b) Biographies
  - c) Travelogue
  - d) Safety education material for children

**MBP- 006**  
**EDITING SCIENTIFIC, TECHNICAL AND MEDICAL BOOKS**  
**ASSIGNMENT**  
**(Based on Blocks 1-4)**

**Programme: MBP**  
**Assignment Code: MBP-006/TMA/2023- 24**  
**Max. Marks: 100**

**Answer all questions (350 words per answer unless otherwise indicated). All questions carry equal marks.**

1. Why are citations and references important in scientific books? What are the conventions followed in providing citations and references? 20
2. Discuss with suitable examples, the spelling and punctuation conventions that an editor of scientific books has to be aware of. 20
3. Explain with examples, the guidelines for editing the structure of a scientific research publication. 20
4. Briefly discuss the steps in editing medical research reports. 20
5. Write short notes of about 150 words each on any two: (10+2=20)
  - a. Reference books for STM writing and editing.
  - b. Editing IT textbooks.
  - c. Editing tables in STM books..
  - d. Advantages of E-books

**ASSIGNMENT**  
**MBP- 007: Editing Textbooks**  
**(Based on Blocks 1-4)**

**Programme:**  
**PGDBP Assignment Code: MBP**  
**007/TMA/2023-24**  
**Maximum Marks 100**

Attempt all questions. All questions carry equal marks. Answer in about 400 words each

1. What are the challenges and complexities involved in the task of Editing Competition books? 20
2. Elaborate on the basic role and functions of an Editor of textbooks? 20
3. Elaborate on the use of Art and Graphics in the preparation of textbooks and the enhancement made in the process. 20
4. "Internet Resources offer great help in editing Textbooks but the editors need to be alert in using that". 20
5. Write notes on any two of the following topics: (About 200 words each) (10x2=20)
  - a) Editing Non-fiction textbooks
  - b) Multimedia Textbooks
  - c) Neuro-Linguistic Programme (NLP)