

**PGDBP**

**POST GRADUATE DIPLOMA  
IN  
BOOK PUBLISHING**

**ASSIGNMENT**  
(For July 2020 and Jan 2021 Sessions)

**MBP001-007: All Courses**



**School of Humanities**  
**Indira Gandhi National Open University**  
**Maidan Garhi, New Delhi-110068**

**ASSIGNMENT**  
**For**  
**POST GRADUATE DIPLOMA IN BOOK PUBLISHING**  
**MBP 007: EDITING BOOKS FOR CHILDREN**

**Programme: PGDBP**  
**Course Code: MBP001-007/TMA/2020-21**

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 Counsellors 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 exam) and 30<sup>th</sup> September (for December exam)**. Please read the instructions given in your Programme Guide. Now read the following guidelines carefully before answering the questions.

Now read the following guidelines carefully before answering the questions.

### **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. **Oganisation:** 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.**

**Good luck with your work!**

**MBP- 001**  
**ASSIGNMENT**  
**(Based on Blocks 1-4)**

**Programme: MBP**  
**Assignment Code: MBP-001/TMA/2020/ 21**  
**Max. Marks: 100**

**Answer all questions: (500 words per answer unless otherwise indicated)**

**All questions carry equal marks**

1. Describe the basic structure of a publishing house, and explain the specific functions performed by each department. (20)
2. What are the job openings/ positions available in the editorial department of a publishing house? What tasks would you be expected to carry out if you were appointed in these positions?. (20)
3. Explain the concept of copyright and related rights. (20)
4. What is ISBN? Explain its importance in publishing. (20)
5. Write short notes of about 250 words each on any two: (10 +10=20)
  - a. Qualities needed in a book publisher.
  - b. Types of publishing
  - c. Literary Agents
  - d. Digital Heritage and Born Digital
  - e. Methods of book promotion

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

**Programme: MBP  
Assignment Code: MBP-002/TMA/2020/ 21  
Max. Marks: 100**

**Answer all questions (500 words per answer unless otherwise indicated). All questions carry equal marks.**

1. Describe the functions of an editor in a publishing house. What are the qualities of a competent editor? 20
2. What is copy editing? Explain the different levels of copy editing. 20
3. What are the various tasks involved in proof reading a document? 20
4. What is layout? What are the different types of layout? 20
5. Write short notes of about 250 words each on any two:
  - a. Copy marking
  - b. Style Manuals
  - c. Types of illustrations
  - d. Desk Top publishing.
  - e. Cover layout

10+10= 20

**ASSIGNMENT**  
**MBP- 003/Production and Emerging Technologies**

**Programme: PGDBP**  
**Assignment Code: MBP-003/TMA/2020-21**  
**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**

**Programme: PGDBP**  
**Assignment Code: MBP-007/TMA/2020-21**  
**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. Elaborate on the 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 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

## TUTOR MARKED ASSIGNMENT

---

Course Code	: MBP-005
Course Title	: Editing Books for Children
Assignment Code	: MBP-005 /2020-21
Coverage	: All four Blocks

---

### Maximum Marks 100

**Attempt all questions. All questions carry equal marks. (500-700 words each)**

1. Why do you think that understanding aptitude and attitude of children is important for the writers and editors of children's literature? (20)
2. A children's writer must keep in mind that morals should be provided as distilled water to children while preparing children's literature. Why do you think so? (20)
3. Rhymes and poetry play a major role in the growth of children's minds; thus they should be prepared with utmost sensitivity. Discuss. (20)
4. Discuss the following: (4x5)
  - (A) Patriotic literature for children
  - (B) Editing abridged versions of myths and legends for children
  - (C) Magazines for and by children
  - (D) Humour and children's literature
5. Write short notes on the following: (4x5)
  - (A) Art and graphics in children's literature.
  - (B) Science fiction
  - (C) Books for children of different age groups
  - (D) Travelogues for children.



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

**Programme: MBP**  
**Assignment Code: MBP-006/TMA/2020/ 21**  
**Max. Marks: 100**

**Answer all questions (500 words per answer unless otherwise indicated). All questions carry equal marks.**

3. Write a short essay on the developments in the STM publishing scenario in post-independence India. (20)
4. Discuss the typical structure of a medical research report. Explain the various steps in editing medical research reports. (20)
3. What do you understand by the term ‘housekeeping’ in the context of editing? Describe the ‘housekeeping’ tasks you would have to complete while editing a scientific book. (20)
4. Write a short note explaining the significance of tables in scientific books. As an editor of a scientific book, what aspects should you keep in mind while editing tables? (20)
5. Write short notes of about 250 words each on any two: (10+10=20)
  - a. Types of graphs used in scientific books.
  - b. Reference books for STM writing and editing
  - c. Categories of medical books.
  - d. Advantages and limitations of E-books.
  - e. Internationalization and Localization.

**MBP-007 EDITING TEXTBOOKS  
TUTOR MARKED ASSIGNMENT**

---

Course Code	: MBP-007
Course Title	: Editing Books for Children
Assignment Code	: MBP-007 /2020-21
Coverage	: All four Blocks

---

**Maximum Marks 100**

Attempt all questions. All questions carry equal marks. (About 500 words each)

1. How does knowledge of issues of language and vocabulary help in the task of editing textbooks? Justify this statement with examples.

Or (20)

What are the challenges and complexities involved in the task of Editing Science and Technical Textbooks?

2. Elaborate on the basic role and functions of an Editor of textbooks?

Or (20)

“Editing literature for children with special needs is a complex task which requires special editorial skills”. Discuss.

3. Editing Competitive Textbooks is a specialized task and involves constant updation. Explain.

Or (20)

Elaborate on the use of Art and Graphics in the preparation of textbooks and the enhancement made in the process.

4. “Internet Resources offer great help in editing Textbooks but the editors need to be alert in using that”. Elaborate

Or (20)

Discuss the need and scope of Editing Fiction and Non-Fiction textbooks.

5. Write notes on any two of the following topics: (250 words each) (10x2)
- (A) Editing Non-fiction textbooks
  - (B) Multimedia Textbooks
  - (C) Neuro-Linguistic Programming