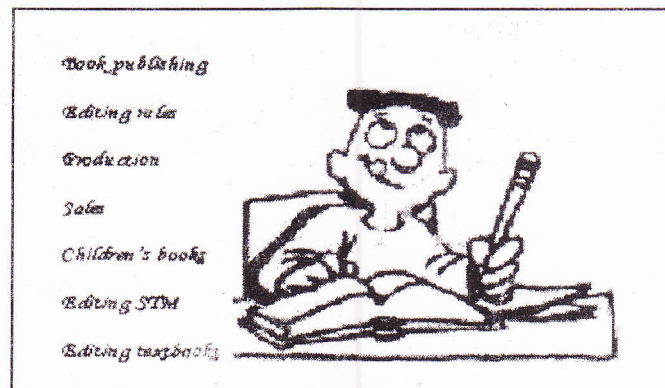


MBP-001
MBP-002
MBP-003
MBP-004
MBP-00S
MBP-006
MBP-007

POST GRADUATE DIPLOMA IN BOOK PUBLISHING (PGDBP)

ASSIGNMENT
(For July 2011 and January 2012 sessions)



ASSIGNMENTS FOR COURSES

MBP-001
MBP-002
MBP-003
MBP-004
MBP-00S
MBP-006
MBP-007



School of Humanities
Indira Gandhi National Open University
Maidan G. J. N., Delhi-110 068

ASSIGNMENTS

For

POST GRADUATE DIPLOMA IN BOOK PUBLISHING

Dear Learner,

As you know, assignments form the continuous evaluation component of your Programme. It is therefore important that you attempt them in all seriousness and submit them by the due date. You will be allowed to take the term-end examination for a course only if you have submitted the assignment for it. 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: These TMAs are 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. They aim 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. *(ALSO Please open an gmail account and inform the Programme Coordinator from it at sunainak@ignou.ac.in.* Once you are able to do the assignment satisfactorily, you will be ready to take the Term-end exam with confidence.

Instructions: Before attempting each 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 AND CODE

ASSIGNMENT NO:

STUDY CENTRE NAME AND CODE:

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. Write the answers in your own handwriting.
7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by **31st March, 2012** (if enrolled in the July 2011 session) and **30th Sept, 2012** if enrolled for the January 2012 session.
8. Please read the instructions given in your **Programme Guide**.

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. Please write the answers in your own words. Do not reproduce passages from the units.
2. **Organization:** Be 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 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: INTRODUCTION TO PUBLISHING AND ITS LEGAL ASPECTS

TUTOR MARKED ASSIGNMENT

Course Code : MBP-001
Course Title : Introduction to Publishing and Its Legal Aspects
Assignment Code : MBP-001/TMA/2011-2012
Coverage : All four Blocks
Maximum Marks : 100

Answer all questions. Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

1. Discuss the magic mantra of “Publishing Promotion”. Given appropriate examples wherever possible.
2. Describe the various jobs in the editorial department of a publishing house.
3. What are the civil remedies for infringement of copy right?
4. Why are publishers important for authors? Discuss the relationship between the two.
5. Write short notes on any **two** of the following in 250 words each.
 - (a) The publishing process
 - (b) Literary agents
 - (c) Digital Heritage
 - (d) Advantages of the ISBN

**MBP-002: EDITING AND PRE-PRESS
TUTOR MARKED ASSIGNMENT**

Course Code : MBP-002
Course Title : Editing and Pre-Press
Assignment Code : MBP-002/TMA/2011-2012
Coverage : All four Blocks
Maximum Marks : 100

Answer all questions. Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

- Q1. Discuss the various processes of manuscript editing.
- Q2. What are the different sources from which publishers get manuscripts? Describe with examples.
- Q3. Describe the procedure of elementary copy editing of a work of fiction.
- Q4. What are the fundamentals of Layout? Discuss with appropriate illustrations.
- Q5. Write short notes on any **two** of the following:
 - a) Technology versus paper and pencil
 - b) Unsolicited manuscripts
 - c) Copy editing tips
 - d) Editing of illustrations

MBP-003: PRODUCTION AND EMERGING TECHNOLOGIES
TUTOR MARKED ASSIGNMENT

Course Code : MBP-003
Course Title : Production and Emerging Technologies
Assignment Code : MBP-003/TMA/2011-2012
Coverage : All four Blocks
Maximum Marks : 100

Answer all questions. Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

- Q1. Why is the cover design of a book important to the publisher and author both? Discuss.
- Q2. What do you understand by the term "Imposition"? Why is it important to the process of binding?
- Q3. What do you understand by the term "Perfect Binding"? Discuss its advantages and disadvantages.
- Q4. Discuss the utility of software in the process of organizing a manuscript.
- Q5. Write short notes on any **two** of the following in 250 words each:
 - a) Common features of book cover design
 - b) Bibliography in a book
 - c) Casting - off of a book
 - d) Text formatting

MBP-004: MARKETING, PROMOTION AND DISTRIBUTION OF BOOKS
TUTOR MARKED ASSIGNMENT

Course Code : MBP-004
Course Title : Marketing, Promotion and Distribution of Books
Assignment Code : MBP-004/TMA/2011-2012
Coverage : All four Blocks
Maximum Marks : 100

Answer all questions. Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

- Q1. Discuss the various marketing strategies for different kinds of books with examples.
- Q2. What is a sales conference and what is the agenda of a sales conference?
- Q3. Distinguish between Trade Fairs and Book Fairs. Which one is more useful for promoting sales of fiction and why?
- Q5. Write short notes on any **two** of the following in 250 words each:
- (a) Objectives of sales promotion
 - (b) Role of author in book promotion
 - (c) Book Exhibition
 - (d) Break - even point.

MBP-005: EDITING BOOKS FOR CHILDREN
TUTOR MARKED ASSIGNMENT

Course Code : MBP-005
Course Title : Editing Books for Children
Assignment Code : MBP-005/TMA/2011-2012
Coverage : All four Blocks
Maximum Marks : 100

Attempt all questions. All questions carry equal marks. (500-700 words each) (20)

1. Editing poetry and rhymes for children is a very important skill to be acquired by the editors of children's literature. Justify this statement with examples. (20)
2. Why do you think that understanding issues of the developmental psychology of learners is important for the editors of children's literature? (20)
3. Editing patriotic literature and biographies for children is an interesting and challenging task— discuss. (20)
4. Write short notes on the following:
 - (a) Children's magazines and their importance
 - (b) Poetry/rhymes for children
 - (c) Books for children of different age groups
 - (d) Editing myths, legends and fables for children (4 × 5)
5. Write your views on the following:
 - (a) Good literature for differently abled children — is it required?
 - (b) Science fiction for children: does it enhance their creativity?
 - (c) Art and graphics in children's books
 - (d) Character building through books for children (4 × 5)

MBP-006: EDITING STM
TUTOR MARKED ASSIGNMENT

Course Code : MBP-006
Course Title : Editing STM
Assignment Code : MBP-006/TMA/2011-2012
Coverage : All four Blocks
Maximum Marks : 100

Answer all questions. Attempt each answer in approx 500 words unless otherwise instructed. All questions carry equal marks.

1. What do you understand by the terms ‘citations’ and ‘references’? Discuss the various conventions followed in providing citations and references in scientific text with relevant examples.
2. What are the main categories of medical books that we come across in the book publishing sector?
3. Discuss the typical structure of a scientific research publication.
4. What are the important aspects to be considered while editing technical manuals?
5. Write short notes (about 250 words each) on any **two** of the following:
 - a. Discuss the terms ‘internationalisation’ and ‘localisation’ with reference to STM publishing.
 - b. What are the steps to be followed while editing medical research reports?
 - c. Advantages of E-Books.
 - d. Types of graphs found in scientific texts.

MBP-007: EDITING TEXTBOOKS
TUTOR MARKED ASSIGNMENT

Course Code : MBP-007
Course Title : Editing Books for Children
Assignment Code : MBP-007/TMA/2011-2012
Coverage : All four Blocks
Maximum Marks : 100

Answer all questions. Attempt each answer in approx 500 words unless otherwise instructed. All questions carry equal marks.

1. Does a knowledge of Developmental Psychology and the various related issues add to the efficiency of the Editor? Discuss in relation to the editing of Textbooks.
2. Elaborate on the role of Art and Graphics in the process of development of a Text Book.
3. What are the chief factors that the content editor should keep in mind during the editing of Science and Technical Text Books?
4. What should you keep in mind during the editorial assessment of competition books?
5. Editing literature for children with special needs need sensitive handling. Explain with appropriate examples.