

PGDBP

**POST GRADUATE DIPLOMA
IN
BOOK PUBLISHING**

**ASSIGNMENTS
(For July 2013 and January 2014 Sessions)**

**PGDBP Courses
MBP-01,02,03,04,05,06,07**



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

ASSIGNMENTS (For July 2013 And January 2014 Sessions)

POST GRADUATE DIPLOMA IN BOOK PUBLISHING (PGDBP)

FOR COURSES

1. MBP-001
2. MBP-002
3. MBP-003
4. MBP-004
5. MBP-005
6. AIBP-006
7. MBP-007

This Assignments Booklet contains assignments for Courses 1-7 of the PG Diploma in Book Publishing Programme. Courses 1-4 are compulsory and so you must attempt the assignments for these four compulsory courses. Out of the remaining assignments for courses 5-7, attempt assignments for only those courses that you have opted for. Do not attempt all—you will get no extra credit for doing so.

Dear Learner,

Please open an gmail account and send a mail the Programme Coordinator sunainak@ignou.ac.in from this account, since we need to communicate with you speedily from time to time.

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: 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 Counselors 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 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.

Submission: The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by **31st March, 2014** (if enrolled in the July 2013 session).

Since this programme is on offer now only for July session, all students enrolled in earlier sessions may also keep to this deadline.

8. Please read the instructions given in your **Programme Guide**.

Now read the following guidelines carefully before answering the questions.

GUIDELINES FOR TMAs

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.

Presentation: Once you are satisfied with your answers, you can write down the final version, 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/2013-2014

Coverage: All three Blocks

Maximum Marks: 100

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

1. Write an essay on the history of publishing in India giving appropriate examples where necessary.
2. What are the various job openings in a publishing house? Discuss each kind in brief.
3. Discuss the importance of knowing about Copyright if you are a publisher, giving brief illustrations.
4. What is a 'publisher's dilemma'? Discuss with reference to other risks in publishing.
5. Write short notes on **any two** of the following in 250 words each:
 - a) Methods of Book Promotion
 - b) Copyright Owner's Rights
 - c) Grant of Rights
 - d) Importance of Publishers

MBP-002: EDITING AND PRE-PRESS

TUTOR MARKED ASSIGNMENT

Course Code: MBP-002

Course Title: Editing and Pre-Press

Assignment Code: MBP-002/TMA/2013-2014

Coverage: All four Blocks

Maximum Marks: 100

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

1. Discuss the process of refereeing with reference to the selection, criteria and tasks to be performed.
2. Discuss the utility of style manuals and house style for an editor.
3. Summarize the process of copy editing with reference to the checklist you have been provided in your course materials.
4. What is the importance of preparing a layout for a magazine? Discuss with examples.
5. Write short notes on **any two** of the following:
 - a) Author's responsibilities in book editing
 - b) Multi modal publishing
 - c) Importance of proofreading
 - d) Parts of a book cover

MBP-003: PRODUCTION AND EMERGING TECHNOLOGIES

TUTOR MARKED ASSIGNMENT

Course Code: MBP-003

Course Title: Production and Emerging Technologies

Assignment Code: MBP-003/TMA/2013-2014

Coverage: All four Blocks

Maximum Marks: 100

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

1. Explain the process of designing a book. Use either a textbook book or children's book to illustrate your answer.
2. Write a note on the various printing processes used for commercial purposes. Give suitable examples.
3. Discuss the process of paper making up to the time the paper is ready for calendaring.
4. What is the sequence of operations in the preparing of a hard cover (case-binding) in a book?
5. Write short notes on **any two** of the following:
 - a) Front Matter in a Book
 - b) Importance of Costing
 - c) Mechanical Binding
 - d) Historical Overview of Book Production

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/2013-14

Coverage: All four Blocks

Maximum Marks: 100

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

1. Discuss the importance of having a publisher--distributor arrangement with suitable examples.
2. What are the miscellaneous methods of promoting a title (book)? Discuss each in brief.
3. What is the importance of book exhibitions for book publishers and book buyers? Discuss.
4. Discuss the various kinds of book clubs and their utility.
5. Write short notes on **any two** of the following:
 - a) Role of distributor in the publishing process
 - b) Advertisements in publicising a book
 - c) Categories of book exhibitions
 - d) Importance of subscription books

MBP-005: EDITING BOOKS FOR CHILDREN

TUTOR MARKED ASSIGNMENT

Course Code : MBP-005

Course Title : Editing Books for Children

Assignment Code: MBP-005 /2013-14

Coverage: All four Blocks

Maximum Marks 100

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

1. What is the role of the editor in creating a study material where the attitudinal growth and the aptitudes of the children are understood?
2. How can the realistic fiction, adventures and thrillers for today's technology savvy children be more innovative?
3. How can an editor ensure that distilled moral values are given to children through the patriotic books and biographies for children?
4. Discuss **any two** of the following:
 - a) Language of children's literature
 - b) Editing abridge versions of myths and legends for children
 - c) Magazines for and by children
 - d) Fantasy and science fiction
5. Write short notes on **any two** of the following:
 - a) Nursery rhymes
 - b) Dictionaries and encyclopedia for children
 - c) Teacher support material for children
 - d) Comics and illustrated books

MBP-006: EDITING SCIENTIFIC, TECHNICAL AND MEDICAL BOOKS

TUTOR MARKED ASSIGNMENT

Course Code: MBP-006

Course Title: Editing Scientific, Technical and Medical Books

Assignment Code: MBP-006/TMA 2013-2014

Coverage: All four Blocks

Maximum Marks: 100

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

1. What do you understand by the term 'STM communication'? Explain how STM communication is different from other forms of communication.
2. Describe the various steps in editing medical research reports.
3. Discuss the types of graphic aids used in technical books.
4. Explain the guidelines of structure of a scientific research document.
5. Write short notes (about 250 words each) on any two of the following:
 - a) Features of punctuation common to scientific texts
 - b) Special purpose fonts in STM documents
 - c) Types of E-books
 - d) Advantages of multimedia in scientific communication

MBP-007: EDITING TEXTBOOKS

TUTOR MARKED ASSIGNMENT

Course Code: MBP-007

Course Title: Editing Textbooks

Assignment Code: MBP-007/TMA 2013-2014

Coverage: All four Blocks

Maximum Marks: 100

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

1. The Art and Graphics go a long way in the course of development of a Text Book and add to the content of the same. Explain.
2. List the chief factors that the Content Editor should keep in mind during the editing of Science and Technical Text Books.
3. 'Multimedia uses multiple learning contexts therefore requires a set of diverse editorial skills '. Explain with appropriate examples.
4. Editing Textbooks is a highly research based and intensive job. Discuss.
5. Why should an editor need to know the developmental psychology and the various issues related to it? Discuss in relation to the editing of Textbooks.