

**POST GRADUATE DIPLOMA IN BOOK  
PUBLISHING**

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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*Note : This paper has five compulsory questions. All questions carry equal marks. Attempt each question in 300-350 words, unless otherwise instructed.*

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1. Define a publisher and mention the qualities needed to become a successful publisher. 20

**OR**

Who is a literary agent? What role does a literary agent play in the process of selection of manuscript.

2. Describe briefly the structure of a publishing house with special reference, to the role of editorial department. 20

**OR**

Define a book and discuss its functions.

3. Define the term 'digital heritage', and discuss the need for preservation of digital heritage. 20

**OR**

In the process of selection of manuscript for publication who are the people who make assessment and evaluation of a manuscript ?

4. What is International Standard Book Number(ISBN)? What are its advantages ? 20

**OR**

Mention the clauses which are generally included in an author-publisher contract ?

5. Attempt **any two** of the following in 150 - 200 words : 20
- (a) Qualities of a good editor.
  - (b) Kinds of publishing
  - (c) Methods of book promotion
  - (d) E-Rights
  - (e) Indian copyright Act.

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