

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

December, 2014

00905

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

Time : 3 hours

Maximum Marks : 100

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

1. What are some of the ways in which book publishing differs from newspaper publishing ? Illustrate your answer with suitable examples. 20

OR

Discuss the qualities needed in a book publisher and a newspaper publisher. 20

2. Write a note on the Promotion and Sales Department in a book publishing house, explaining the roles of each functionary. 20

OR

What is the role of the Production Department in a book publishing house ? In your opinion, how is it important as compared to the other departments ? 20

3. What are some of the ideas that went into the drafting of the Charter of the Book ? Discuss, with reasons. 20

OR

Why should a publisher be familiar with the Copyright Act ? Discuss with examples. 20

4. What are the issues/clauses that must be covered in a Publishing Agreement between the Publisher and the Author ? Discuss with examples. 20

OR

What do you understand by ISBN ? Why is the ISBN number an important tool in the marketing of books ? 20

5. Attempt any *two* of the following in 150 – 200 words each : 10+10=20

- (a) Publishing in Indian Languages
 - (b) Manuscript acquisition
 - (c) Carrier in book publishing
 - (d) Role of author in the publishing process
 - (e) Author-Publisher relationship and its importance
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