

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

December, 2015

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

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the role played by the editorial department in a publishing house. 20

OR

Discuss the factors taken into account while designing a book.

2. Define a book and discuss its functions. 20

OR

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

3. Discuss briefly the various methods of book promotion. 20

OR

What role does the production department play in a publishing house ?

4. "Most publishing failures are due to wrong editorial decisions." In the light of this statement explain briefly the criteria for evaluation of a manuscript. 20

OR

Discuss briefly the clauses of an author – publisher contract.

5. Write brief notes on any *two* of the following in about 150 – 200 words each : 10+10=20

- (a) Indian Standard Book Number (ISBN)
 - (b) Kinds of Publishing
 - (c) Advantages of English Language Publishing
 - (d) Openings in Book Publishing
 - (e) Digital Heritage
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