

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

December, 2015

MBP-002 : EDITING AND PRE-PRESS

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 do you understand by 'House Style' ?
Discuss with reference to different house styles
adopted for different types of books. 20

OR

Write an essay on the commissioning process in a publishing house. Illustrate your answer with suitable examples.

2. Differentiate between a Referee and a Reviewer of books. Who is more important and why ? 20

OR

Write a note on the process of refereeing, giving some of the areas a referee would look at in his/her assessment.

3. Distinguish between elementary, medium and heavy copy editing, using appropriate examples. 20

OR

Write an essay on “Proof-reading : A new way of reading”. Illustrate your answer with suitable examples.

4. What are the four basic kinds of layout ? Briefly discuss each type. 20

OR

Discuss the three methods of artwork preparation, using appropriate illustrations.

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

- (a) Substantive Editing
- (b) Multimedia Publishing
- (c) Evaluation of Books and Articles
- (d) Copy Marking
- (e) Cropping and Scaling of Illustrations