

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

December, 2015

**MBP-003 : PRODUCTION AND EMERGING
TECHNOLOGIES**

Time : 3 hours

Maximum Marks : 100

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

1. Book design contributes to the physical appearance of a book. Name the factors which are key to successful book design. 20

OR

Explain the differences between publishing books and publishing magazines.

2. "The Production section is called the manufacturing department of a publishing house." Discuss. 20

OR

What is letterpress printing? How does it differ from offset printing?

3. Describe the concept of Desktop Publishing. How does it work ? 20

OR

Briefly describe the process of paper making.

4. Paper is available in large varieties and finishes. Mention some of the commonly used varieties of paper and their qualities. 20

OR

What is case binding or edition binding ? How does it differ from perfect binding ?

5. Write short notes on any *two* of the following in about 150 – 200 words each : 10+10=20
- (a) Digital Printing
 - (b) Parts of a Book
 - (c) Screen Printing
 - (d) Paper Sizes
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