

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

December, 2016

**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. Discuss the various methods of book promotion. 20

OR

Write a note on the structure of a publishing house.

2. Write short notes on any *two* of the following : 2×10=20
- (a) ISBN
 - (b) Literary Agents
 - (c) Proof-reader
 - (d) International Year of the Book

3. The job of Editorial Department is to get a manuscript and make it ready for print. Describe various people involved in this editorial process. 20

OR

A book helps to create an environment of peace and development. Discuss this with reference to the 'Charter of the Book' of UNESCO.

4. What is infringement of copyright ? Discuss a few acts which shall not constitute an infringement of copyright. 20

OR

Is it necessary to have an agreement between a publisher and an author ? List the main points which are to be included in an agreement between a publisher and an author.

5. Write short notes on any *two* of the following : $2 \times 10 = 20$

- (a) Evaluation of Manuscript
 - (b) Author's Warranties
 - (c) E-Rights
 - (d) Openings in Book Publishing
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