

**POST GRADUATE DIPLOMA IN  
BOOK PUBLISHING**

**Term-End Examination**

**June, 2017**

**01410**

**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. Differentiate between newspaper publishing and book publishing. 20

**OR**

What is a book ? What are its functions ?

2. Discuss the qualities you would like to see in a textbook publisher. 20

**OR**

Acquisition of manuscripts is very vital for the growth of a publishing house. Discuss.

3. Discuss the structure of a publishing house. 20

OR

Evaluation of manuscript is one of the most important steps in publishing. Discuss.

4. Give a detailed account of various kinds of publishing houses. 20

OR

Describe the function and job of the Editorial Department.

5. Write short notes on any **four** of the following in about 100 words each : 4×5=20

- (a) Offset Printing
- (b) Book Designer
- (c) Risk in Publishing
- (d) Children's Books
- (e) Religious Books
- (f) Casting Off
- (g) Scholarly Books
- (h) I.S.B.N.