

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

June, 2018

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**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. Why is promotion called the magic mantra of publishing? Illustrate your answer. 20

OR

Distinguish between book publishing and newspaper publishing, giving suitable examples.

2. Discuss the structure of a publishing house, commenting on the work of the four main departments. 20

OR

Write a note on the functioning of the editorial department in a publishing house.

3. Discuss why a publisher should be aware of copyright rules, giving suitable examples. 20

OR

What are the rights of the owner of a copyright ?
Elaborate.

4. Why is it important that there should be an MoA (Memorandum of Agreement) between an author and a publisher ? Discuss with examples. 20

OR

What do you understand by ISBN number ?
What is the importance of having an ISBN number for a book ?

5. Write short notes on any **two** of the following in 150 – 200 words each : 10+10=20
- (a) Qualities of a Book Publisher
 - (b) Production Jobs
 - (c) Digital Heritage
 - (d) Errors in Assessment and Evaluation
