

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

01455

June, 2019

**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. Write a note on "Promotion : Magic Mantra of Marketing." 20

OR

"Indian Publishing Scenario : Various Kinds of Publishing." Discuss with examples.

2. Differentiate between Book publishing and Newspaper publishing. Illustrate your answer. 20

OR

Discuss the role and importance of the Editorial Department of a publishing house.

3. What are the various methods adopted by a publisher to promote a book ? Discuss. 20

OR

What are the functions of the Accounts and Administration Department in a publishing house ? Illustrate your answer.

4. What are the steps an author may expect to be involved with in the publishing process ? Discuss with examples. 20

OR

What is a Publisher's Contract or Memorandum of Agreement ? Discuss the various issues covered under it.

5. Write short notes on any *two* of the following in 150 – 200 words each : 10+10=20
- (a) Difference between Marketing and Sales in Book Publishing
 - (b) Literary Agents
 - (c) Varieties of Book Binding
 - (d) Jobs in Book Publishing
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