

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

June, 2021

**MBP-001 : INTRODUCTION TO PUBLISHING
AND ITS LEGAL ASPECTS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks. Attempt each question in 300 – 350 words, unless otherwise instructed.

1. Define the word 'Publishing' and explain the difference between publishing of books and newspapers. 20
2. Discuss the role of editorial department in a publishing house. 20
3. What factors are to be taken care of while designing a book ? 20
4. Enumerate the various ways of book promotion. 20

5. Discuss the structure and importance of ISBN. 20
6. Enumerate the various employment opportunities in a publishing house. 20
7. What do you understand by the term 'Infringement of Copyright' ? What remedies are available in the Indian Copyright Act against this ? 20
8. Briefly discuss the main clauses of a publisher's contract. 20
9. Mention briefly the gist of UNESCO's Charter of the Book. 20
10. Write notes on any **two** of the following in about 150 words each : 10+10=20
- (a) Literary Agent
 - (b) Pre-press
 - (c) Selection of process of Printing
 - (d) Evaluation of a Manuscript
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