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**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

Term-End Examination

December, 2011

**MBP-003 : PRODUCTION AND EMERGING
TECHNOLOGIES**

Time : 3 hours

Maximum Marks : 100

Note : *This paper has five compulsory questions. All questions carry equal marks. Attempt each question in 300-350 words. Unless otherwise instructed.*

1. Discuss the factors that influence the selection of paper with appropriate examples. **20**

OR

Discuss the factors that are the key to successful book designing, giving reasons for each.

2. Why is it important for a publisher to understand the differences between a book and a magazine? **20**

OR

What do you understand by "Front Matter" or "Preliminary Pages" of a book? Explain each in brief.

3. What are the major printing processes ? Discuss *any one* in detail. 20

OR

Write a note on hand composing or manual composing. When is this method of composing useful ?

4. What is the reason that casting-off and costing are done before undertaking any publishing project ? Explain each process in brief. 20

OR

What is the need for book binding ? Explain with examples from the history of book binding.

5. Attempt *any two* of the following in 150 - 200 words each. 10+10=20

- (a) The five stages in book production.
 - (b) The main features of DTP.
 - (c) Materials for binding.
 - (d) Advantages and disadvantages of Limp Binding.
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