

**POST GRADUATE DIPLOMA IN BOOK  
PUBLISHING**

**Term-End Examination**

**June, 2011**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Discuss book promotion as the " Magic Mantra" 20  
of publishing. Give suitable illustrations.

**OR**

How do publishing houses get the manuscripts for books ? Explain with examples.

2. Give the organizational chart of a production 20  
department and explain the various functions of each section.

**OR**

What are the various sections of a promotion and sales Department ? Illustrate with a chart and explain their functions.

3. Describe the various openings in different departments of a publishing house. Which would you choose and why ? 20

**OR**

How can one get into the field of book publishing ? Explain as if you are talking to someone who is totally new to the field.

4. Why is it important to explain precisely the terms used in the Copyright Act 1957 ? Explain with examples. 20

**OR**

What do you understand by the term "Copyright and Related Rights" ? Why should a book publisher be aware of such issues ?

5. Why do you think an author should be involved in the publishing process ? Explain with appropriate illustrations. 20

**OR**

What are the general provisions in a publishers contract or Memorandum of Agreement ? Illustrate your answer.

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