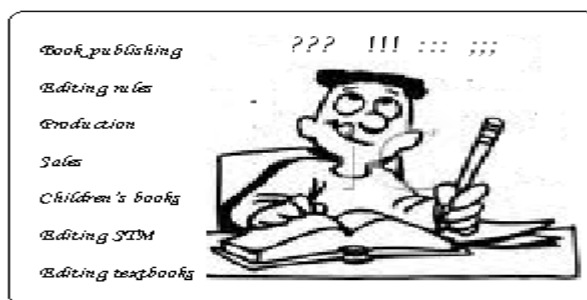


# POST GRADUATE DIPLOMA IN BOOK PUBLISHING (PGDBP)

## ASSIGNMENTS (For July 2015 Session)



### ASSIGNMENTS FOR COURSES

MBP-001  
MBP-002  
MBP-003  
MBP-004  
MBP-005  
MBP-006  
MBP-007



**School of Humanities**  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi-110 068



**ASSIGNMENTS**  
**For**  
**POST GRADUATE DIPLOMA IN BOOK PUBLISHING**

Dear Learner,

As you know, assignments form the continuous evaluation component of your Programme. It is therefore important that you attempt them in all seriousness and submit them by the due date. You will be allowed to take the term-end examination for a course only if you have submitted the assignment for it. You are required to do one assignment for each Compulsory Course (Courses 1-4) of the PG Diploma in Book Publishing and one each for your Elective courses (Courses 5, 6, 7). Each assignment is a Tutor Marked Assignment (TMA) and carries 100 marks. Each assignment covers the entire course.

**Aims:** This TMA is concerned mainly with assessing your application and understanding of the course material. You are not required to reproduce chunks of information from the course material but to apply the information you have acquired during the course of study. This assignment aims to teach as well as to assess your performance. Please ensure that you read all the units of the course. Do make points as you go along. If there is anything you do not understand, please ask the Counselors at your Study Centre for clarification. ***(ALSO Please open a gmail account and mail the Programme Coordinator from it at [sunainak@ignou.ac.in](mailto:sunainak@ignou.ac.in) to enable us to communicate with you more frequently.***

Once you are able to do the assignment satisfactorily, you will be ready to take the Term-end exam with confidence.

**Instructions:** Before attempting the assignment, please read the following instructions carefully.

1. Read the detailed instructions about the assignment given in the Programme Guide.
2. Write your Enrolment Number, Name, Full Address and Date on the top right corner of the first page of your response sheet(s).
3. Write the Course Title, Assignment Number and the Name of the Study Centre you are attached to, in the centre of the first page of your response sheet(s).

The top of the first page of your response sheet should look like this:

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**ENROLMENT NO:** .....  
**NAME:** .....  
**ADDRESS:** .....  
**COURSE TITLE AND CODE:** .....  
**ASSIGNMENT NO:** .....  
**STUDY CENTRE NAME AND CODE:** .....  
**DATE:** .....

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4. Use only A4 paper size for your assignment and tag all the pages carefully.

5. Write the relevant question number with each answer.
6. Write the answers in your own handwriting.
7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you by **31<sup>st</sup> March, 2016**, if enrolled in the July 2015 Session.
8. Please read the instructions given in your **Programme Guide**.

Now read the following guidelines carefully before answering the questions.

### **GUIDELINES FOR TMAs**

You will find it useful to keep the following points in mind:

1. **Planning:** Read the questions carefully. Go through the points on which they are based. Make some points regarding each question and then rearrange these in a logical order. Please write the answers in your own words. Do not reproduce passages from the units.
2. **Organization:** Be selective and analytic before drawing up a rough outline of your answer. In an essay-type question, give adequate attention to your introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question. In the course of your answer, you may like to make references to other texts or books as this will add some depth to your analysis.

#### **Make sure that your answer:**

- (a) is logical and coherent;
  - (b) has clear connections between sentences and paragraphs;
  - (c) is written correctly giving adequate consideration to expression, style and presentation; and
  - (d) does not exceed the number of words indicated in the question.
3. **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize.

**Remember that you must submit your assignments before you can appear for the Term End Exams. Please remember to keep a copy of your completed assignment, just in case the one you submitted is lost in transit.**

**Good luck with your work!**

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

## **TUTOR MARKED ASSIGNMENT**

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|                        |   |
|------------------------|---|
| <b>Course Code</b>     | <b>: MBP-001</b>  |
| <b>Course Title</b>    | <b>: Introduction to Publishing and Its Legal Aspects</b> |
| <b>Assignment Code</b> | <b>: MBP-001/TMA/2015-2016</b>                            |
| <b>Coverage</b>        | <b>: All three Blocks</b>                                 |
| <b>Maximum Marks</b>   | <b>: 100</b>  |

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Answer all questions. Attempt each answer in 500 words approximately unless otherwise stated. All questions carry equal marks.

1. What are the qualities needed in a book publisher? Discuss with suitable examples..
2. What do you understand by Infringement of Copyright? Elaborate with suitable examples..
3. Distinguish between assessment and evaluation of manuscripts with reference to the book publishing industry.
4. Write a note on Publisher's Contract or Memorandum of Agreement for books.
5. Write short notes on **any two** of the following in 250 words each.
  - a) Literary Agents
  - b) Promotion and Sales Department.
  - c) Jobs in book publishing.
  - d) ISBN number

## **MBP-002: EDITING AND PRE-PRESS**

### **TUTOR MARKED ASSIGNMENT**

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|                        |                                 |
|------------------------|---------------------------------|
| <b>Course Code</b>     | <b>: MBP-002</b>                |
| <b>Course Title</b>    | <b>: Editing and Pre-Press</b>  |
| <b>Assignment Code</b> | <b>: MBP-002/TMA/2015- 2016</b> |
| <b>Coverage</b>        | <b>: All four Blocks</b>        |
| <b>Maximum Marks</b>   | <b>: 100</b>                    |

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Answer all questions. Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

1. Write a short essay on Style Manuals and their utility.
2. What are the sources for manuscripts? Discuss with brief illustrations.
3. What is the importance of Copyediting? Elaborate.
4. Enumerate the different categories of cover design with reference to books. Illustrate your answer.
5. Write short notes on **any two** of the following: (250 words each)
  - (a) The process of editing
  - (b) Ways of making an article attractive
  - (c) Tracking the progress of a manuscript
  - (d) Type faces

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

### **TUTOR MARKED ASSIGNMENT**

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|                        |   |
|------------------------|---|
| <b>Course Code</b>     | <b>: MBP-003</b>                              |
| <b>Course Title</b>    | <b>: Production and Emerging Technologies</b> |
| <b>Assignment Code</b> | <b>: MBP-003/TMA/2015-2016</b>                |
| <b>Coverage</b>        | <b>: All four Blocks</b>                      |
| <b>Maximum Marks</b>   | <b>: 100</b>                                  |

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Answer all questions. Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

1. Write a note on the role of the Production department.
2. Differentiate between books and magazines.
3. What do you understand by hand composing or manual composing?
4. Briefly discuss the process of paper making..
5. Write short notes on **any two** of the following in 250 words each:
  - (a) Designing the book cover
  - (b) Screen printing
  - (c) Paper sizes
  - (d) Case making

## **MBP-004: MARKETING, PROMOTION AND DISTRIBUTION OF BOOKS**

### **TUTOR MARKED ASSIGNMENT**

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|------------------------|---|
| <b>Course Code</b>     | <b>: MBP-004</b>  |
| <b>Course Title</b>    | <b>: Marketing, Promotion and Distribution of Books</b> |
| <b>Assignment Code</b> | <b>: MBP-004/TMA/2015-2016</b>                          |
| <b>Coverage</b>        | <b>: All four Blocks</b>                                |
| <b>Maximum Marks</b>   | <b>: 100</b>  |

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Answer all questions. Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

1. What are some of the formats publishers can use for e-marketing? Discuss each in brief.
2. What are some of the strategies for point-of-sale publicity of books? Elaborate.
3. Write an essay on the various kinds of book fairs.
4. What is the importance of the retailer in the book publishing industry? Discuss.
5. Write short notes on **any two** of the following in 250 words each:
  - (a) Online book stores
  - (b) Importance of reviews in book promotion
  - (c) Mass distribution of books
  - (d) Fixed and Unfixed costs



**MBP-005: EDITING BOOKS FOR CHILDREN**  
**TUTOR MARKED ASSIGNMENT**

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|------------------------|-------------------------------------|
| <b>Course Code</b>     | <b>: MBP-005</b>                    |
| <b>Course Title</b>    | <b>: Editing Books for Children</b> |
| <b>Assignment Code</b> | <b>: MBP-005/TMA/2015-2016</b>      |
| <b>Coverage</b>        | <b>: All four Blocks</b>            |
| <b>Maximum Marks</b>   | <b>: 100</b>                        |

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Attempt all questions. All questions carry equal marks. (500 words each)

1. All children's texts are written and read within social contexts and represent the author's social attitude to the subject matter. Validate this statement with examples.

Or

Attempt a critical essay on the various developmental theories which should be kept in mind while preparing children's study material.

2. What are the differences of the usage of art and graphics in fiction and non-fiction for children?

Or

What basic questions the author should ask him/herself while writing books for the children of different age groups?

3. The needs of the publishing industry should also be considered while writing myths, legends, fables, adaptations and abridged versions for children. Discuss.

Or

Children with special needs must be given preference by the writers and editors of children's books. Discuss.

4. Write short notes on **any two** of the following (250 words each): (2x10=20)

- (a) Magazines by and for children
- (b) Poetry/rhymes for children
- (c) Patriotic literature for children
- (d) Biographies for children
- (e) Travelogues for children

5. Give your views on **any two** of the following (250 words each): (2x10=20)

- (a) Understanding issues of language, vocabulary, phonetics and grammar —is it required?
- (b) Science fiction for children: do they enhance their imagination?
- (c) Realistic fiction, adventures and thrillers—are they required?
- (d) Do only books shape the character of children?
- (e) Are safety education materials practically relevant for children?

## **MBP- 006: EDITING SCIENTIFIC, TECHNICAL AND MEDICAL BOOKS**

### **TUTOR MARKED ASSIGNMENT**

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|------------------------|--|
| <b>Course Code</b>     | <b>: MBP-006</b>   |
| <b>Course Title</b>    | <b>: Editing Scientific, Technical and Medical Books</b> |
| <b>Assignment Code</b> | <b>: MBP-006/TMA/2015-2016</b>                           |
| <b>Coverage</b>        | <b>: All four Blocks</b>                                 |
| <b>Maximum Marks</b>   | <b>: 100</b>   |

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Answer all questions Attempt each answer in 500 words approx unless otherwise stated. All questions carry equal marks.

1. Why are citations and references important in scientific texts? Discuss the various conventions followed in providing citations and references.
2. Explain the guidelines for editing the content of a scientific research document.
3. Write a short note explaining the significance of tables in scientific books. As an editor of a scientific book, what aspects should you keep in mind while editing tables?
4. Discuss the typical structure of a medical research report. Explain the various steps in editing medical research reports.
5. What are E-books? Explain the advantages and limitations of E-books.

## **MBP-007: EDITING TEXTBOOKS**

### **TUTOR MARKED ASSIGNMENT**

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|------------------------|---------------------------------|
| <b>Course Code</b>     | <b>: MBP-007</b>                |
| <b>Course Title</b>    | <b>: Editing Textbooks</b>      |
| <b>Assignment Code</b> | <b>: MBP-007/TMA /2015-2016</b> |
| <b>Coverage</b>        | <b>: All four Blocks</b>        |
| <b>Maximum Marks</b>   | <b>: 100</b>                    |

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Answer any five questions. All questions carry equal marks.

1. “Developmental psychology and the various related issues add to the efficiency of the Editor” Discuss in relation to the editing Textbooks
2. Elaborate on the various steps that are observed during the process of Editing Multimedia Text books.
3. What are the chief factors that the Content editor should keep in mind during the editing of Science and Technical Text Books?
4. What are the chief points of caution in the editorial assessment of competition books?
5. Editing literature for children with special needs sensitive handling. Explain.
6. Write short notes in about 250 words each:
  - a) Role of Art and Graphics
  - b) Editing Teacher Support Material