

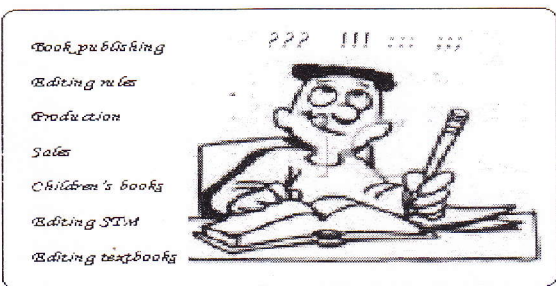
46

500 copies 10 pages

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

POST GRADUATE DIPLOMA IN BOOK PUBLISHING (PGDBP)

ASSIGNMENT (For July 2012 and January 2013 sessions)



- 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

46

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 if you have submitted the assignment for it. You are required to do one assignment for each Course (Courses 1-7) of the PG Diploma in Book Publishing. 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 Programme Coordinator from it at sunainak@ignou.ac.in in case you cannot access your Counsellor).* 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:

ENROLMENT NO.....
NAME.....
ADDRESS.....

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

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 **31st March, 2013** (if enrolled in the July 2012 session) and **30th Sept, 2013** if enrolled for the January 2013 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

Course Code	: MBP-001
Course Title	: Introduction to Publishing and Its Legal Aspects
Assignment Code	: MBP-001/TMA/2012-2013
Coverage	: All three Blocks
Maximum Marks	: 100

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

1. Write note on the different kinds of published material available to fulfill different needs. Given appropriate examples wherever possible.
2. Describe the various kinds of job openings in the field of publishing along with their requirements.
3. What are the criminal remedies for infringement of copyright?
4. Write a brief note on the Publisher's Contract or Memorandum of Agreement discussing why it is important to have such an agreement.
5. Write short notes on **any two** of the following in 250 words each.
 - (a) Publishing in Indian languages
 - (b) Steps in book designing
 - (c) The concept of Copyright
 - (d) Risks in publishing

MBP-002: EDITING AND PRE-PRESS

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-002
Course Title	: Editing and Pre-Press
Assignment Code	: MBP-002/TMA/2012- 2013
Coverage	: All four Blocks
Maximum Marks	: 100

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

- Q1. Discuss the process of refereeing with reference to the selection, criteria and tasks to be performed.
- Q2. Discuss the utility of style manuals and house style for an editor.
- Q3. Summarize the process of copy editing with reference to the checklist you have been provided in your course materials.
- Q4. What is the importance of preparing a layout for a magazine? Discuss with examples.
- Q5. Write short notes on **any two** of the following: (250 words each)
- (a) author's responsibility in book editing
 - (b) multimodal publishing
 - (c) importance of proofreading
 - (d) Parts of a book cover

MBP-003: PRODUCTION AND EMERGING TECHNOLOGIES

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-003
Course Title	: Production and Emerging Technologies
Assignment Code	: MBP-003/TMA/2012-2013
Coverage	: All four Blocks
Maximum Marks	: 100

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

- Q1. Explain the process of designing a book. Use either a text book or a children's book to illustrate your answer.
- Q2. Write a note on various printing process used for commercial purposes with suitable examples.
- Q3. Discuss the process of paper making upto the time the paper is ready for calendaring.
- Q4. What is the sequence of operations in the preparing of a hard cover (cover binding) of a book?
- Q5. Write short notes on **any two** of the following in 250 words each:
- (a) Front matter in a book
 - (b) Importance of costing
 - (c) Mechanical Binding
 - (d) Historical overview of book production

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-004
Course Title	: Marketing, Promotion and Distribution of Books
Assignment Code	: MBP-004/TMA/2012-2013
Coverage	: All four Blocks
Maximum Marks	: 100

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

- Q1. Discuss the importance of having a publisher – distributor arrangement with suitable examples.
- Q2. What are the miscellaneous methods of promoting a title (book)? Discuss each in brief.
- Q3. What is the importance of book exhibitions for both publishers and book buyers? Discuss.
- Q4. Discuss the various kinds of book clubs and their utility.
- Q5. Write short notes on **any two** of the following in 250 words each:
- (a) Role of distributor in the publishing process
 - (b) Advertisements in publicizing a book
 - (c) Categories of book exhibition
 - (d) Importance of subscription books

MBP-005: EDITING BOOKS FOR CHILDREN

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-005
Course Title	: Editing Books for Children
Assignment Code	: MBP-005 /2012-2013
Coverage	: All four Blocks
Maximum Marks	: 100

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

1. Why do you think that understanding issues of language, vocabulary, phonetics and grammar is important for the editors of children's literature?
(20)
2. A children's writer must keep in mind the different age groups of children while preparing children's literature. Why do you think so?
(20)
3. Children with special needs must be given utmost priority by the writers and editors of children's books. Discuss.
(20)
4. Discuss the following:
(A) Aptitudes/attitudes of children
(B) Editing abridged versions of myths and legends for children
(C) Magazines for and by children
(D) Romanticism and children's literature
(4x5)
5. Write short notes on the following:
(A) Use of art and graphics in children's literature.
(B) Science fiction and today's children
(C) Patriotic literature for children
(D) Travelogues for children.
(4x5)

MBP-006: EDITING STM

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-006
Course Title	: Editing Scientific, Technical and Medical Books
Assignment Code	: MBP-006 /TMA/2012-2013
Coverage	: All four Blocks
Maximum Marks	: 100

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

1. How is STM Communication different from other forms of communication?
2. In a brief note give your assessment of the current book publishing scenario in India, with special reference to STM books.
3. What are citations and references? Discuss with relevant examples the various conventions followed in providing citations and references.
4. Discuss the typical structure of a scientific research article.
5. What do you understand by the term 'colour psychology' with reference to multimedia design?

MBP-007: EDITING TEXTBOOKS

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-007
Course Title	: Editing Textbooks
Assignment Code	: MBP-007/TMA /2012-2013
Coverage	: All four Blocks
Maximum Marks	: 100

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

1. How does the knowledge of developmental psychology and the various issues related to it enable an editor in his/her work? Discuss in relation to the editing of Textbooks?
 2. The Usage and employment of Art and Graphics in the course of development of a Text Book plays a vital role in the making of a Textbook. Comment.
 3. What are the chief factors that the Content Editor should keep in mind during the editing of Science and Technical Text Books?
 4. 'Multimedia uses multiple learning contexts therefore requires a set of diverse editorial skills '. Explain with appropriate examples.
 5. The understanding of the approaches of Curriculum Development helps a great deal in the editing of Text Books. Explain.
-