

**POST GRADUATE DIPLOMA IN BOOK PUBLISHING
(PGDBP)**

**ASSIGNMENTS
(FOR JULY 2016 SESSION)**



**SCHOOL OF HUMANITIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068**

ASSIGNMENTS

For

POST GRADUATE DIPLOMA IN BOOK PUBLISHING

Dear Learners,

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 Counsellor at your Study Centre for clarification. 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 :.....
ASSIGNMENT NO :.....
STUDY CENTRE :..... 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. You should write the answer 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, 2017**.
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. And please write the answers in your own words. Do not reproduce passages from the units.
2. **Oganisation:** Be a little more 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 your expression, style and presentation;
 - (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!

<p><i>Note: Remember the submission of assignment is precondition of permission of appearing in examination. If you have not submitted the assignment in time you will not be allowed to appear in the examination.</i></p>
--

MBP- 001: INTRODUCTION TO PUBLISHING AND ITS LEGAL ASPECTS

ASSIGNMENT (Based on Blocks 1-3)

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-001
Course Title	: Introduction to Publishing and Its Legal Aspects
Assignment Code	: MBP-001/TMA/2016-2017
Coverage	: All three Blocks
Maximum Marks	: 100

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

1. Write an essay on the international publishing scenario.
2. Differentiate between book publishing and newspaper publishing. Illustrate your answer with suitable examples.
3. What are the rights of the owner of a book's copyright? Why is it important to register the copyright of a book?
4. What do you understand by a Publisher's Contract? How does it help the publishing process?
5. Write short notes on **any two** of the following in 250 words each:
 - a) Discuss the three qualities needed in a book publisher with examples
 - b) Various openings in book publishing
 - c) Infringement of copyright
 - d) Publisher's Dilemma

MBP- 002: EDITING AND PRE-PRESS

ASSIGNMENT (Based on Blocks 1-4)

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-002
Course Title	: Editing and Pre-Press
Assignment Code	: MBP-002/TMA/2016-2017
Coverage	: All four Blocks
Maximum Marks	: 100

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

1. “One of the ways of classifying editors is by the kind of editing they do”. Discuss with examples.
 2. Differentiate between Acquisitioning and Commissioning of books. Illustrate your answer.
 3. Distinguish between elementary, medium and heavy copy editing.
 4. Write an essay on the three parts of a book cover, explaining the role of each.
 5. Write short notes on **any two** of the following in 250 words each:
 - a) Publisher’s responsibilities
 - b) Style sheets
 - c) Difference between reviewing and referencing
 - d) Computer generated illustrations
-

MBP- 003: PRODUCTION AND EMERGING TECHNOLOGIES

ASSIGNMENT (Based on Blocks 1-4)

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-003
Course Title	: Production and Emerging Technologies
Assignment Code	: MBP-003/TMA/2016-2017
Coverage	: All four Blocks
Maximum Marks	: 100

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

1. Discuss the functions of the Production Department with the help of an Organisational Chart.
 2. What do you understand by Imposition? Discuss.
 3. Briefly discuss the history of binding and explain the need for binding books.
 4. Common adhesives used in book binding.
 5. Write short notes on **any two** of the following in 250 words each:
 - a) Proof reading
 - b) History of paper
 - c) Perfect binding
 - d) Cover materials
-

MBP- 004: MARKETING, PROMOTION AND DISTRIBUTION OF BOOKS

ASSIGNMENT (Based on Blocks 1-4)

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-004
Course Title	: Marketing, Promotion and Distribution of Books
Assignment Code	: MBP-004/TMA/2016-2017
Coverage	: All four Blocks
Maximum Marks	: 100

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

1. Write a note on Publisher-Distributor Agreements and their utility.
 2. Discuss the use of advertisements as a way of promoting a book, giving your own comments on this strategy.
 3. What do you understand by Mass Distribution of books? Discuss.
 4. Distinguish between Fixed Costs and Unfixed Costs in book publishing.
 5. Write short notes on **any two** of the following in 250 words each:
 - a) Use of book reviews in book promotion
 - b) Categories of book exhibitions
 - c) Importance of book clubs
 - d) Break-even point
-

MBP- 005: EDITING BOOKS FOR CHILDREN

**ASSIGNMENT
(Based on Blocks 1-4)**

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-005
Course Title	: Editing Books for Children
Assignment Code	: MBP-005/2016-2017
Coverage	: All four Blocks
Maximum Marks	: 100

Attempt all questions in 500 words each. All questions carry equal marks.

1. Editing poetry and rhymes for children is a very important skill to be acquired by the editors of children's literature. Justify this statement with examples.

Or

Why do you think that understanding issues of language, vocabulary, phonetics and grammar is important for the editors of children's literature?

2. Why is it important for editors of children's literature to understand issues of the developmental psychology of learners?

Or

Why should a children's writer keep in mind the different age groups of children while preparing children's literature? Discuss.

3. Editing patriotic literature and biographies for children is an interesting and challenging task. Discuss.

Or

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

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

- Children's magazines and their importance
- Poetry/rhymes for children
- Contemporary realistic fiction
- Editing myths, legends and fables for children.

5. Discuss **any two** of the following: (250 words each)

- Good literature for the differently abled children—is it required?
 - Science fiction for children: do they enhance their creativity?
 - Art and graphics in children's books.
 - Character building through books for children.
-

MBP 006: EDITING SCIENTIFIC, TECHNICAL AND MEDICAL BOOKS

ASSIGNMENT (Based on Blocks 1-4)

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-006
Course Title	: Editing Scientific, Technical and Medical Books
Assignment Code	: MBP-006/TMA/2016-2017
Coverage	: All four Blocks
Maximum Marks	: 100

Answer all questions in 500 words each. All questions carry equal marks.

1. Do you agree that there is a huge market for STM books in India? Your answer should be substantiated with relevant figures.
 2. Why are tables important in scientific texts? What aspects should be kept in mind while editing tables?
 3. What in your view are the advantages and limitations of E- books?
 4. What do you understand by the term 'housekeeping' with reference to editing STM books?
 5. Explain briefly the steps to be followed while editing a medical research report.
-

MBP 007: EDITING TEXTBOOKS

ASSIGNMENT (Based on Blocks 1-4)

TUTOR MARKED ASSIGNMENT

Course Code	: MBP-007
Course Title	: Editing Textbooks
Assignment Code	: MBP-007/TMA/2016-2017
Coverage	: All four Blocks
Maximum Marks	: 100

Attempt all questions in about 500 words each. All questions carry equal marks.

1. How does understanding of issues of language and vocabulary help in the task of editing textbooks? Justify this statement with examples.

Or

Comment on the role and functions of an Editor of textbooks.

2. What are the challenges and complexities involved in the task of Editing Science and Technical Textbooks?

Or

“Editing literature for children with special needs is a complex task”. Discuss.

3. Editing Competitive Textbooks is a specialized task and involves many challenges. Explain.

Or

Understanding Curriculum Development helps a great deal in editing Textbooks. Discuss.

4. “Internet resources offer great help in editing textbooks but the editors need to be careful”. Comment.

Or

Discuss the need and scope of Editing Fiction and Non-Fiction textbooks.

5. Write notes on **any two** of the following topics: (250 words each)
 - a) Editing Non-fiction textbooks
 - b) Multimedia Textbooks
 - c) Use of Art and graphics in Textbooks
 - d) Neuro-Linguistic Programming