

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

**ASSIGNMENTS
(FOR JULY 2017 SESSION)**



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

ASSIGNMENTS

For

POST GRADUATE DIPLOMA IN BOOK PUBLISHING

Programme: PGDBP
Course Code: MBP-001 to 007/2017-2018

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, 2018.**
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>Note: <i>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>
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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/2017-2018
Coverage	: All three Blocks
Maximum Marks	: 100

Answer all questions: (500 words per answer unless otherwise indicated)

All questions carry equal marks

1. Explain how book publishing is different from newspaper publishing. 20
 2. Write a short note on the concept of Copyright and Related Rights. 20
 3. Describe the structure of a publishing house clarifying the functions of the various departments. 20
 4. What do you understand by the acronym ISBN? Name its four parts and explain how they help to identify a book. 20
 5. Write short notes on any two of the following in around 250 words each: 10 +10
 - a. Qualities needed in a book publisher.
 - b. Types of publishing
 - c. UNESCO's Charter of the Book.
 - d. Infringement of Copyright.
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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/2017-2018
Coverage	: All four Blocks
Maximum Marks	: 100

Answer all questions (500 words per answer unless otherwise indicated).

All questions carry equal marks

1. Write a note on the editor – author – publisher relationship. Your answer should touch upon the responsibilities of each of them. 20
2. Explain the role and responsibility of a commissioning editor in a publishing house. 20
3. Why is copy editing important in publishing? What are the various types or levels of copy editing? 20
4. What is layout? Briefly describe the rules for making layout. 20
5. Write short notes of around 250 words each on any two of the following: 10 +10
 - a. Copy marking
 - b. Parts of the book cover.
 - c. Multimodal Publishing
 - d. House Style

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/2017-2018
Coverage	: All four Blocks
Maximum Marks	: 100

Answer Any Five Questions.

All questions carry equal marks. (350-400 words for 20 marks and 200 words for 10 marks)

1. Discuss the three commonly processes of Printing. 20
2. Write an extended note on the various parts of a Book.
3. Explain the various commonly types of composing practices in the Publishing Industry. 20
4. Write an essay on different types of binding as used in publishing scenario. 20
5. Discuss the various Design programmes as used in the making of a Book. 20
6. Write Short notes in about 200 words: 10 × 2 = 20
 - a) Invention of Printing
 - b) Desktop Publishing

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/2017-2018
Coverage	: All four Blocks
Maximum Marks	: 100

Answer any five questions.

All questions carry equal marks. (350-400 words for 20 marks and 200 words for 10 marks)

1. Elaborate on the various Marketing Strategies for the promotion of a Book. 20
2. Elaborate on the various kinds of Distribution systems that are in practice in publishing world. 20
3. Write an essay on Publisher-Distributor agreement keeping in view all the complexities involved?
4. What is the role and significance of Trade Fairs, Book Fairs and Exhibitions. 20
5. What are the various methods and practices used in the process of Book promotion. 20
- 6 Write Short notes in about 200 words: $10 \times 2 = 20$
 - a) Mailing Materials
 - b) Pricing of a Book

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-005/2017-2018
Coverage	: All four Blocks
Maximum Marks	: 100

Attempt all questions. All questions carry equal marks. (500-700 words each)

1. Why do you think that understanding issues of the developmental psychology of learners is important for the editors of children's literature?
20
 2. Editing poetry and rhymes for children is a very important skill to be acquired by the editors of children's literature. Why do you think so?
20
 3. Children are redemptive readers – the editor has to keep this in mind while editing patriotic literature and biographies for children. Discuss.
20
 4. Discuss the following:
(a) Books for children of different age groups.
(b) Editing myths, legends and fables for children.
(c) Editing magazines and editing teacher support material.
(d) Editing safety education material and editing poetry/rhymes for children.
4×5
 5. Write short notes on the following:
(a) Literature for the differently abled children.
(b) Science fiction for children.
(c) Art and graphics in children's books.
(d) Language, vocabulary, phonetics and grammar in children's literature.
4×5
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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/2017-2018
Coverage	: All four Blocks
Maximum Marks	: 100

Answer all questions: (500 words per answer unless otherwise indicated)

All questions carry equal marks

1. Explain the term ‘STM Communication’. How is it different from other forms of communication? 20
2. What are ‘citations’ and ‘references’? What are the conventions followed while providing citations and references in scientific texts? 20
3. Discuss the various aspects to be considered while designing multimedia for scientific communication. 20
4. As an editor, how would you ensure that visual elements serve their purpose in a technical book? 20
5. Write short notes on any two of the following in around 250 words each 10 +10
 - a) Internationalisation and Localisation
 - b) Structure of Scientific Research Publications.
 - c) Advantages of E-Books.
 - d) Types of medical books.

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/2017-2018
Coverage	: All four Blocks
Maximum Marks	: 100

Answer any five questions.

All questions carry equal marks. (350-400 words for 20 marks and 200 words for 10 marks)

1. The Developmental psychology and the various related issues have led to more efficiency on the part the Editor. Discuss in relation to the editing Textbooks. 20
2. Elaborate on the various steps that are observed during the process of Competition Text books. 20
3. What are the chief factors that the Content editor should keep in mind during the editing of Science and Technical Text Books? 20
4. What are the chief points of caution in the editorial assessment of fiction and non-fiction? 20
5. Editing literature for children with Special needs need a sensitive handling. Explain. 20
6. Write Short notes in about 200 words: 10 X 2 = 20
 - a) Approaches to Evaluation
 - b) Internet resources for Editing