

**POST GRADUATE DIPLOMA
IN
BOOK PUBLISHING**

(2018 - 2019)

ASSIGNMENTS

MBP-001: Introduction to Publishing and its Legal Aspects

MBP-002: Editing and Pre-Press

MBP-003: Production and Emerging Technologies

MBP-004: Marketing, Promotion and Distribution of Books

MBP-005: Editing Books for Children

MBP-006: Editing Scientific, Technical and Medical Books

MBP-007: Editing Textbooks



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ASSIGNMENT
For
POST GRADUATE DIPLOMA IN BOOK PUBLISHING
PGDBP Assignments- (MBP-001 to MBP-007)

Programme: PGDBP
Course Code: MBP-001to MBP-007/TMA/2018-19

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 Counsellors 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 2019 (for July 2018 Session) and 30th September, 2019 (for January 2019 Session)**. 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. **Organisation:** 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!

MBP-001: Introduction to Publishing and its Legal Aspects
TUTOR MARKED ASSIGNMENT
(Based on Blocks 1-4)

Programme: MBP
Assignment Code: MBP-001/TMA/2018/ 19
Max. Marks: 100

Answer all questions (500 words per answer unless otherwise indicated). All questions carry equal marks.

1. What are the qualities needed in a book publisher? Are they different from those needed in a newspaper publisher? 20
2. Explain the functions carried out by the editorial department in a publishing house. 20
3. What do you understand by the term ‘infringement of copyright’? Discuss the civil remedies for such infringement. 20
4. Define ISBN. Explain the different levels at which administration of ISBN is carried out. 20
5. Write short notes of about 250 words each on any two: (10+10=20)
 - a) Jobs in book publishing
 - b) The Charter of the Book
 - c) Tasks carried out by the Production Department in a publishing house.
 - d) Digital Heritage
 - e) Ownership of Copyright.

**MBP- 002: Editing and Pre press
TUTOR MARKED ASSIGNMENT
(Based on Blocks 1-4)**

**Programme: MBP
Assignment Code: MBP-002 TMA/2018/ 19
Max. Marks: 100**

Answer all questions (500 words per answer unless otherwise indicated). All questions carry equal marks.

1. “Manuscript editing can be separated into three processes: creative, substantial and technical. Explain this statement. 20
6. What are the different types or levels of copyediting? 20
7. Describe, with suitable illustrations, the various parts of a book cover. 20
8. What is ‘layout’? Discuss the different types of layout. 20
9. Write short notes of about 250 words each on any two: (10+10 =20)
 - a) Responsibilities of the publisher
 - b) Types of style
 - c) Multimodal publishing
 - d) Copymarking
 - e) The proof reader’s responsibilities.

MBP- 003: Production and Emerging Technologies

TUTOR MARKED ASSIGNMENT

Programme: PGDBP
Assignment Code: MBP-003/TMA/2018-19
Max. 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 major processes of Printing. 20
2. Write an extended note on the various parts of a Book. 20
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 particularly in India. 20
5. Discuss the various Design programmes as used in the making of a Book and also their role in enhancement of the book. 20
6. Write Short notes in about 200 words: (10 X 2 = 20)
 - a) Innovations in Printing
 - b) Desktop Publishing

MBP- 004: Marketing Promotion and Distribution of Books

TUTOR MARKED ASSIGNMENT

Programme: PGDBP
Assignment Code: MBP-004/TMA/2018-19
Max. 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 which can be employed for the promotion of a Book. 20
2. Elaborate on the major types of Distribution systems that are in practice in Publishing world. 20
3. Write a detailed analytical essay on Publisher-Distributor agreement keeping in view all the complexities involved? 20
4. What are the various methods and practices used in the process of Book promotion. 20
5. What is the role and significance of Trade Fairs, Book Fairs and Exhibitions in book promotion? 20
6. Write Short notes in about 200 words: (10 x 2 = 20)
 - c) Mailing/posting Materials
 - d) Cost determination of a Book

MBP-005: Editing Books For Children

TUTOR MARKED ASSIGNMENT

Programme: PGDBP
Assignment Code: MBP-005/TMA/2018-19
Max. Marks: 100

Maximum Marks 100

Attempt all questions. All questions carry equal marks. (700-800 words each)

1. Attempt a critical essay on the various developmental theories which should be kept in mind while preparing children's study material. 20
2. What are the differences of the usage of art and graphics in fiction and non-fiction for children? 20
3. The needs of the publishing industry should also be considered while writing myths, legends, fables, adaptations and abridged versions for children. Discuss. 20
4. Write short notes on any four of the following(400 words each): (4x5=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
 - f) Books for children with special needs
5. Give your views on any four of the following(400 words each): (4x5=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?
 - F) Do you think that age group specific material should be prepared for children? If so, give reasons.

MBP- 006: Editing Scientific, Technical and Medical Books
TUTOR MARKED ASSIGNMENT
(Based on Blocks 1-4)

Programme: MBP
Assignment Code: MBP-006/TMA/2018/ 19
Max. Marks: 100

Answer all questions (500 words per answer unless otherwise indicated). All questions carry equal marks.

1. Critically review the main trends in STM publishing in India in the post-independence period. 20
2. Explain the typical structure of a scientific research publication. 20
3. Explain the advantages and limitations of E books. 20
4. Discuss with suitable examples how multimedia can be used for effective scientific communication. 20
5. Write short notes of about 250 words each on any two: (10+10=20)
 - a. Importance of STM communication.
 - b. Reference books for STM writing and editing
 - c. Types of graphs used in scientific documents
 - d. Visual elements in technical books
 - e. Editing medical abstracts

MBP-007: Editing Textbooks
TUTOR MARKED ASSIGNMENT

Programme: PGDBP
Assignment Code: MBP-007/TMA/2018-19
Maximum Marks 100

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

1. How does knowledge of issues of language and vocabulary help in the task of editing textbooks? Justify this statement with examples. 20
Or
What are the challenges and complexities involved in the task of Editing Science and Technical Textbooks?

2. Elaborate on the basic role and functions of an Editor of textbooks? 20
Or
“Editing literature for children with special needs is a complex task which requires special editorial skills”. Discuss.

3. Editing Competitive Textbooks is a specialized task and involves constant updation. Explain. 20
Or
Elaborate on the use of Art and Graphics in the preparation of textbooks and the enhancement made in the process.

4. “Internet Resources offer great help in editing Textbooks but the editors need to be alert in using that”. Elaborate 20
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) (10x2=20)
 - a) Editing Non-fiction textbooks
 - b) Multimedia Textbooks
 - c) Neuro-Linguistic Programming