

00963  
POST GRADUATE DIPLOMA IN BOOK  
PUBLISHING

Term-End Examination  
December, 2012

MBP-001 : INTRODUCTION TO PUBLISHING  
AND ITS LEGAL ASPECTS

Time : 3 hours

Maximum Marks : 100

*Note : This question paper has five compulsory questions. All questions carry equal marks. Attempt each question in 300-350 words, unless otherwise instructed.*

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1. Write a short essay on "Promotion : Magic Mantra of Publishing". 20

OR

What are the main differences between book and newspaper publishing ? Explain with examples.

2. What is the role and responsibility of the Editorial department in a book publishing house ? Explain with suitable examples. 20

OR

What is the role of the Production Department in a book publishing house ? Explain with suitable examples.

3. Describe the meanings of the terms 'copyright', 'work', 'author' and 'infringement'. Why should both publisher and author be aware of the means of these terms ? 20

OR

What do you understand by the term "Infringement of Copyright"? Why should a publisher be aware of legal issues in publishing ?

4. Discuss the reasons why there should be a Publishers Contract or Memorandum of Agreement before a book is published. 20

OR

Discuss some of the terms or issues that a publisher and author should have in writing, giving reasons for each.

5. Write short notes on *any two* of the following in 150-200 words each. 10+10=20
- (a) Digital weightage
  - (b) Economic and moral rights
  - (c) Risks in publishing
  - (d) ISBN and its importance