

00223

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

**Term-End Examination
December, 2012**

**MBP-003 : PRODUCTION AND EMERGING
TECHNOLOGIES**

Time : 3 hours

Maximum Marks : 100

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

1. List the preliminary pages of a book and describe them briefly. 20

OR

Write in detail about the difference between a book and a magazine.

2. What is the role of a production department in making of a book ? 20

OR

Differentiate between a Book Cover and jacket of a book. Briefly describe the various parts of each.

3. Describe briefly the various "Direct Printing Processes". 20

OR

Describe briefly the Intaglio Process of Printing.

4. What do you understand by the Format of a Book ? What are the criteria for deciding the format of any book ? 20

OR

Why do we need to do the costing of a book ?
Design a cost estimate sheet for costing purpose of a book.

5. Attempt *any two* of the following in 150-200 words each. 10+10=20
- (a) Type face
 - (b) Paper sizes and book sizes
 - (c) DTP
 - (d) Margins and white space
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