

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

00154

Term-End Examination

December, 2016

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

Time : 3 hours

Maximum Marks : 100

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

1. Write a note on the role of the Production department in a publishing house. 20

OR

Discuss the various areas involved in designing the text of a book.

2. Distinguish between the Direct Printing Process and the Indirect Printing Process. Discuss both the processes in brief. 20

OR

Discuss the advantages and disadvantages of DTP with suitable examples.

3. What are the various binding options available today ? Briefly discuss any four. 20

OR

What is the sequence of operations in a hard cover (case binding) book ? Discuss each stage briefly.

4. What is QuarkXPress used for ? Discuss the features of this software that make it so user-friendly. 20

OR

What are (Book) Design Programs ? Discuss with reference to CorelDraw and Photoshop.

5. Write short notes on any *two* of the following in about 150 – 200 words each : 10+10=20

- (a) Preparation of Dummy
 - (b) Screen Printing
 - (c) Importance of Costing
 - (d) Side Stitch
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