

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

December, 2018

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**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.*

1. Should book publishers and newspaper publishers have different qualities ? Discuss. 20

OR

What are the different ways in which a publishing house receives manuscripts ? Discuss with suitable examples.

2. Distinguish between sales and marketing of books, giving suitable examples. 20

OR

Write a note on the various jobs that are available in the field of book publishing.

3. Distinguish between documentary heritage and digital heritage. Give suitable examples. 20

OR

“The object of copyright is to protect the author from the unlawful reproduction or exploitation of his work.” Discuss with reference to printed books.

4. Discuss the process of creation of a book, right from acquisition to sales, giving suitable examples. 20

OR

“If there were no publishers, most authors would go unpublished.” Do you agree ? Defend your answer.

5. Attempt any *two* of the following in 150 – 200 words each : 10+10=20

- (a) Evaluation of Manuscript
 - (b) Types of Publishing
 - (c) Author’s Role in the Publishing Process
 - (d) Risks in Publishing
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