

**P G DIPLOMA IN BOOK PUBLISHING (PGDBP)**

**Term-End Examination**

**June, 2014**

**MBP-001 :INTRODUCTION TO PUBLISHING AND ITS  
LEGAL ASPECTS**

*Time : 3 hours*

*Maximum Marks : 100*

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*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. Why is promotion called "the magic mantra of publishing? Illustrate your answer with suitable examples. 20

**OR**

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

2. Discuss the role of editorial department in a publishing house. 20

**OR**

Write a note on the various kinds of job opening in a publishing house .

3. Distinguish between documentary heritage and digital heritage. Why do we need to preserve both kinds of heritage. 20

**OR**

Why is it important for a publisher to be aware of copyright rules? Illustrate your answer with appropriate examples.

4. What role production department plays in the process of book publishing? 20

**OR**

What are some of the issues laid out in a publishers contract? Discuss, giving reasons for inclusion of each issue.

5. Write short notes on *any two* of the following in 20  
*150-200 words* each.

- (a) Literary agents
- (b) "Born digital"
- (c) Copyright and related rights
- (d) ISBN
- (e) Author's warranties

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