

No. of Printed Pages : 3

**MBP-001**

**POST GRADUATE DIPLOMA IN BOOK  
PUBLISHING (PGDBP)**

**Term-End Examination**

**June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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**Note :** (i) *This question paper has **five** compulsory questions.*

(ii) *All questions carry equal marks.*

(iii) *Attempt each question in **300–350** words, unless otherwise instructed.*

1. Write an essay on the history of publishing.  
Illustrate with examples. 20

*Or*

Why is promotion called the magic mantra of publishing? Discuss.

**P. T. O.**

2. Why is a literacy agent important for publishers and authors both ? 20

*Or*

“Flow of manuscripts into a publishing house is its lifeblood.” Discuss.

*Or*

Write a brief essay on the issue of copyright and some of the remedies available for copyright infringement.

3. Discuss the structure of a publishing house with reference to each of the *four* general areas of publishing. 20

*Or*

What are some of the issues covered in a Publisher’s Contract or Memorandum of Agreement ? Illustrate with suitable example.

4. Discuss the *ten* guiding principles covered in the charter of the book. 20

[ 3 ]

*Or*

What are the methods adopted by publishers to promote their books ? Elaborate.

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

- (a) Solicited and unsolicited manuscript.
- (b) Importance of administration and accounts department in a publishing house
- (c) Digital heritage.
- (d) Structure of ISBN