

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

00100

June, 2015

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

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. Define a publisher and discuss the qualities needed to become a successful publisher. 20

OR

What is publishing ? Mention the recent technological developments and their implications to book publishing.

2. Discuss the roles played by various departments of a publishing house in the process of publishing a book. 20

OR

Discuss the sources identified by publishers from where manuscripts and book proposals come to a publishing house.

3. Promotion and sale of a book depends upon the (i) nature of the book and (ii) the corresponding market. In the light of this statement discuss the various methods of book promotion. 20

OR

Explain briefly the role played by the editorial department in a publishing house.

4. What do you understand by the term 'Digital Heritage' ? How does it differ from 'Documentary Heritage' ? 20

OR

Explain the term 'Infringement of Copyright'. What remedies does Indian Copyright Act provide against infringement of copyright ?

5. Write short notes on any *two* of the following in 150 – 200 words each : 10+10=20
- (a) Kinds of publishing
 - (b) Difference between book publishing and newspaper publishing
 - (c) Openings in book publishing
 - (d) Evaluation of manuscript
 - (e) Author-publisher contract
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