

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

June, 2015

00910

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

Time : 3 hours

Maximum Marks : 100

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

1. 'The job of the production department is to transform a loosely written manuscript into a book.' In the light of this statement briefly discuss the role of production department in a publishing house.

20

OR

Mention the areas that require special attention in designing the text of a book.

2. A book cover not only protects the book from dust but it is also used as a promotion material. What factors does a designer need to keep in mind while designing a book cover ? 20

OR

Define the term 'Dummy'. What purpose does it serve in the process of book production ?

3. Describe the process of digital printing and mention its advantages over conventional printing. 20

OR

Mention the preliminary pages of a general book. What information do they contain ?

4. Briefly mention the major printing processes and also mention their advantages and disadvantages. 20

OR

What is meant by 'Cold Composing' ?

5. Write short notes on any *two* of the following in 150 – 200 words each : 10+10=20
- (a) Casting off
 - (b) Varieties of paper
 - (c) Kinds of binding
 - (d) New technologies in book production
 - (e) Selection of paper
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