

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

Term-End Examination

December, 2010

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

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. Discuss the maxim "A good book must rest in a suitable body" with reference to visualizing a book and translating the concept. 20

OR

What are some of the differences between books and magazines ? Discuss with suitable examples.

2. What do you understand by "screen printing" and how is it done ? 20

OR

Define "imposition" and explain the process of imposition.

3. Give a brief history of binding with suitable descriptions of the main types of binding through the ages. 20

OR

What is the importance of binding a book ? List the various kinds of binding and explain any two.

4. "Capital, labour, profits, time and storage costs affect any industry". Discuss with reference to book production. 20

OR

Briefly explain how the publishing software "Quark Express" facilitates the preparation of layouts.

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

- (a) A "dummy" with reference to a planned book.
 - (b) Casting off versus copy fitting.
 - (c) The process of paper making.
 - (d) The sequence of operations in hard cover binding.
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