

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

Term-End Examination

June, 2011

**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.*

1. "Production is basically the function of turning a manuscript into a bound book by dealing with designing, typesetting, printing and binding." Discuss. 20

OR

What does a designer keep in mind while designing the cover of a book ? Discuss with examples.

2. Describe the process of Digital Printing and its primary advantages over conventional printing. 20

OR

What are the raw materials that are needed for making paper ? Describe each in brief.

3. Why should any publisher know about paper sizes ? Describe briefly the main subdivisions of sheet sizes. 20

OR

What is the purpose of doing "Casting off" ? Discuss any two of the aspects of casting off in detail :

- (a) The manuscript
- (b) The size or format of the book
- (c) The type size
- (d) The number of illustrations.

4. Briefly discuss the history of binding down the ages, giving some of the reasons why the bindings were chosen for specific kinds of books. 20

OR

List the various varieties in which a book can be bound, discussing any two in detail.

5. Attempt *any two* of the following in **150-200** words each : **10+10=20**
- (a) The three main parts of a book cover
 - (b) End matter or back matter of a book
 - (c) Selection of paper
 - (d) Mechanical binding