

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

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

1. How has Indian publishing evolved over the years ? How have technological advancements impacted the publishing industry in India ?

Or

Briefly describe the various jobs or positions in the production department of a publishing house.

2. Distinguish between the qualities needed to be a book publisher and a newspaper publisher ?

Or

Explain the significance of ISBN. Briefly describe the structure of ISBN.

3. What's the relevance of 'promotion' in the publishing industry ? How far can it help in boosting sales ?

Or

What is the significance of the 'Publisher's Contract' or 'Memorandum of Agreement' between the publisher and author ? What aspects are covered by such contracts ?

4. What is digital heritage and what is the importance of preserving it ?

Or

What do you understand by the term 'Copyright' ? What are the various acts that amount to copyright violation ?

5. Write short notes on any *two* of the following in around **200-250** words each : 10+10

- (a) Types of publishing
- (b) Literary agent
- (c) House style
- (d) Sponsoring Editor
- (e) Structure of a publishing house

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