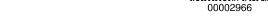




Reg. No
Name



Fifth Semester

B.A. History (Model II)

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2022

Vocational Course—PUBLISHING MANAGEMENT

(2013—2016 Admissions)

Time: Three Hours Maximum Marks: 80

Section A

Answer all questions in one sentence each.

Each question carries 1 mark.

1. Matrix mould. 2. Letter press printing.

3. Executive Editor. 4. Henry Oldenburg.

5. Biography. 6. Bulletins.

7. Art Books. 8. Electronic market.

9. Book Launches. 10. Book Reviews.

 $(10 \times 1 = 10)$

Section B (Short Notes)

Answer any **eight** questions. Each question carries 2 marks.

- 11. Examine the purpose of organisational design and space.
- 12. What is Typography?
- 13. Mention the duties of the Labour Welfare Officer.
- 14. What is an Innovative Publication?
- 15. Examine the role of Encyclopedia as a publication.
- 16. Note the scope of E.Books as an online publication.
- 17. Write the major Direct Variable Costs of publication.
- 18. How do you distinguish between Discounts and Commission?
- 19. What is Market Equilibrium?
- 20. Trace the role of Integrated Marketing Communication (IMC) in the promotion of book sales.
- 21. Sketch the scope and importance of catalogues.
- 22. How did Auditor Interviews promote the sale of books?

 $(8 \times 2 = 16)$

Turn over





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Section C (Short Essays)

Answer any **six** questions. Each question carries 4 marks.

- 23. Analyse the organisational structure of publishing management.
- 24. Assess the scope and importance of composition in the process of publication.
- 25. Estimate the functions of the Production Managers.
- 26. How did the Research publications differ from the rest?
- 27. Examine the importance of publication for children.
- 28. How do you rate the publication of the Newspapers?
- 29. What are the basic conditions in deciding the price of publications?
- 30. What are the direct costs of production?
- 31. Review the pre-eminent position of the Frankfurt Book Fair.

 $(6 \times 4 = 24)$

Section D (Essays)

Answer any **two** questions. Each question carries 15 marks.

- 32. Sketch the components and organs of publishing industry.
- 33. Assess the importance of scientific publications.
- 34. Describe the role of Financial Management.
- 35. Discuss the most effective method of sales.

 $(2 \times 15 = 30)$

