



QP CODE: 25014941



25014941

Reg No : .....

Name : .....

**B.A DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY 2025**

**Fifth Semester**

B.A History Model II Communication and Publishing Sciences

**Vocational Course - HY5VOT05 - PUBLISHING MANAGEMENT**

2022 Admission Only

4291A2D6

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is partnership publishing house?
2. What are the duties of Account's department?
3. What is publisher's image?
4. What is author- publisher agreement?
5. What is law of specialisation?
6. Technical books.
7. Art books.
8. What are the techniques used in specialized publishing?
9. Economics of publishing.
10. Explain the basis of the production budgeting.
11. Who looks after the publicity?
12. What is space advertising?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Define management and also write its functions.
14. What is the role of an author in book industry?
15. Explain the term "division of labour".





16. Staffing function is very important in a publishing house. Why?
17. What are the qualities of a Reference book?
18. Illustrate how the production of a paperback book is done.
19. Sketch the special features of the publication for children.
20. How the production budget of a book is calculated?
21. Assess the different channels for the sales of books.

(6×5=30)

### **Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Write an essay about the different levels of management.
23. Explain the various kinds of general publications.
24. The book has 224 pages (14 forms) in 12 point Times New Roman type, English. It is bound in soft cover with four colour cover design. Typesetting- Rs 25per page, platemaking - Rs 100 per forme for text, plate making Rs 200 per forme for cover, Printing - Rs 100 per forme for 1000 copies, binding - Rs 25 per copy and paper - Rs 350 per ream(text) and Rs 800(cover). Calculate the total cost of production for 2500 copies.
25. Estimate the process of selling books.

(2×15=30)

