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ANNA UNIVERSITY (UNIVERSITY DEPARTMENTS)

B.E. / B. Tech / B. Arch (Full Time) - END SEMESTER EXAMINATIONS, MAY 2025

PRINTING AND PACKAGING TECHNOLOGY

VI

PT 5009 Book Publishing

(Regulation 2019)

Time: 3hrs

Max. Marks: 100

CO 1	To impart knowledge on areas of publishing, editorial process, production management, distribution methods and legal aspects involved in book publishing
CO 2	To understand the components of digital workflow
CO 3	To carry out the production and cost estimation for book publishing
CO 4	To promote the basic understanding of sales techniques, promotion channels and distribution
CO 5	To impart knowledge on the legal aspects of book publishing

BL – Bloom's Taxonomy Levels

(L1 - Remembering, L2 - Understanding, L3 - Applying, L4 - Analysing, L5 - Evaluating, L6 - Creating)

PART- A (10 x 2 = 20 Marks)

(Answer all Questions)

Q. No	Questions	Marks	CO	BL
1	What is a book?	2	1	1
2	Define the role of an Editorial Assistant	2	1	1
3	List out the design specifications of a storybook	2	2	2
4	What is copy editing?	2	2	2
5	What do you mean by a stylesheet?	2	3	1
6	What is a manuscript?	2	3	2
7	List out the finishing operations involved in producing a book	2	4	1
8	Who is a literary agent?	2	4	2
9	List the types of manuscript formats received from author for book publishing?	2	5	2
10	What are the software requirements for publishing	2	5	2

PART- B (5 x 13 = 65 Marks)

(Restrict to a maximum of 2 subdivisions)

Q. No	Questions	Marks	CO	BL
11 (a) (i)	Draw a detailed flowchart for the life cycle of a book	10	1	3
(ii)	Draw the book life cycle graph	3	1	4
OR				
11 (b) (i)	Describe Self-publishing, Vanity publishing and traditional publishing in detail.	7	1	4
(ii)	Describe the role of a publishing house in book publishing.	6	1	3
12 (a) (i)	Explain the functions of a book editor in e publishing	7	2	3
(ii)	Describe the role of the key stake holders in book publishing	6	2	4
OR				
12 (b) (i)	Explain in detail the major editorial techniques	8	2	4
(ii)	Describe the use of various reference aids in publishing	5	2	4
13 (a) (i)	Explain the technical specifications of a book	7	3	3

(ii)	List out the standard book sizes and its uses	6	3	4
OR				
13 (b) (i)	Explain in detail the economics of book publishing	5	3	3
(ii)	Describe the advantages and disadvantages of the various book printing processes	8	3	4
14 (a) (i)	Describe the features of the Central book cleaning house	7	4	3
(ii)	What do you mean by Paper back distribution?	6	4	4
OR				
14 (b) (i)	Describe how the Book Marketing council works.	7	4	3
(ii)	Explain the role of the Book Development Council	6	4	4
15 (a) (i)	Identify the various agreements that authors and publishers sign when they get into a new contract.	10	5	3
(ii)	Describe about the illustration and artwork agreement	3	5	4
OR				
15 (b) (i)	Using a flow chart, briefly describe the publication workflow process.	10	5	3
(ii)	What are the important legal aspects of book publishing?	3	5	4

PART- C (1 x 15 = 15 Marks)
(Q.No.16 is compulsory)

Q. No	Questions	Marks	CO	BL
16.	You have started a new book publishing company for publishing engineering text books. Explain in detail the various technical and managerial aspects of running it successfully.	15	4	6

