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

Fifth Semester

B.A. History (Model II)

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 × 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 × 2 = 16)

Turn over

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 × 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 × 15 = 30)