



#### L.4(e): The modern book trade

Answer **THREE** questions.

1. Is the commissioning editor the driving force of a publishing house? What is such a person's position in a trade publisher?
2. How does the work of a copy-editor differ from that of a commissioning editor? How do copy-editors go about shaping a manuscript?
3. Describe **SIX** of the following and explain in what situations they are used:
  - (a) galley proofs
  - (b) cromalin
  - (c) brass
  - (d) cast-off
  - (e) lamination
  - (f) type scale
  - (g) coated paper
  - (h) double-column setting
  - (i) sans-serif type face
  - (j) four-colour processing
  - (k) specimen pages
  - (l) end papers
4. Describe the procedures for planning the design and production of **ONE** of the following from an approved acceptance estimate to delivery of bound copies:
  - (a) a four-colour primary textbook
  - (b) a hardback academic history text
  - (c) a paperback of a film tie-in
  - (d) a new illustrated work on the history of classical music
5. What questions would a production manager put to which colleagues at a briefing meeting for a core school history course of textbooks in full colour? What costs and progress schedule would the production manager then prepare?
6. How crucial is the role of the sales representative in the publishing process? What can sales reps contribute to the process of publishing books?
7. There is considerable wastage of costs and materials in book publishing: overstocks, remainders, booksellers' returns and so on. How, and to what extent, may new pre-press and print-bind technologies reduce waste?
8. For many consumer titles, the market must be created. For most educational titles, the market is there to be reached. What strategies and tactics do publishers use to achieve these different objectives?
9. 'Present technology cannot provide readers with an electronic device superior to a book in terms of economics, portability, flexibility, readability and durability.' What then is the future for the e-book?

**END OF PAPER**