

ch6

Student: _____

1. Many early books were considered works of art.
True False
2. Most early books featured scientific content.
True False
3. Book publishing became heavily commercialized in the early to mid 1900s.
True False
4. The e-book revolutionized the book publishing industry.
True False
5. Because books are the least "mass" of the mass media, they do not have significant cultural impact.
True False
6. Books aimed at professionals such as doctors and scientists needing a reference library are classified as trade books.
True False
7. The companies dominating the book publishing industry focus exclusively on book publishing, and tend not to be large conglomerates with interests in other media.
True False
8. Amazon.com is the biggest bookseller in the United States.
True False
9. There are five major departments in a typical publishing company: editorial, production, marketing, general administration/business, and circulation.
True False
10. Manuscript selection and sales are the responsibility of book publishers' marketing departments.
True False
11. Unsolicited book manuscripts are referred to as "slush."
True False
12. Although book publishers receive income from subsidiary rights, income from book sales is more important.
True False
13. As a cost-cutting measure, one major publisher even stopped acquiring new manuscripts.
True False
14. The book industry's most important form of audience feedback is the various best-seller lists compiled by newspapers and trade publications.
True False
15. The biggest increase in literary reading in 2002 was among 35-50 year-olds.
True False

16. Until about the 12th century, most books in Europe were produced by:
- A. wealthy hobbyists
 - B. monks
 - C. professional transcribers
 - D. immigrant tradespeople
 - E. cloistered women
17. In the early days of book publishing, publishers functioned as:
- A. mechanics
 - B. printers
 - C. politicians
 - D. teachers
 - E. paste-up artists
18. The most significant book of the early to mid-1800s was probably _____. It sold a huge number of copies and caused many people to oppose slavery.
- A. *I Know Why the Caged Bird Sings*
 - B. the *Bible*
 - C. *Uncle Tom's Cabin*
 - D. *McGuffey's Reader*
 - E. *Days of Doom*
19. During the Civil War, soldiers needed something to occupy themselves with during idle time; this demand led to:
- A. the publication of vast quantities of paperback books
 - B. the creation of crossword puzzles
 - C. the increased education of society, as the soldiers pursued greater knowledge
 - D. the serialization of novels in newspapers
 - E. all of these
20. In the early Twentieth Century, the book industry:
- A. became increasingly commercialized
 - B. saw many publishers expanding into the mass market, adopting modern promotion and distribution techniques
 - C. depended more on banks for money
 - D. published popular books featuring a wide variety of content
 - E. all of these
21. After World War II, new channels of distribution led to the increased popularity of:
- A. self-help books
 - B. books on the *New York Times* Bestsellers' List
 - C. elite-appeal books
 - D. paperback books
 - E. all of these
22. Which of the following describes the contemporary book industry?
- A. consolidation continues
 - B. online booksellers have changed the way books are sold
 - C. the content of books is remarkably varied
 - D. an increasing number of outlets are selling books
 - E. all of these
23. With _____, books don't have to be printed on paper to be distributed.
- A. e-commerce
 - B. databases of book content
 - C. printing on demand
 - D. niche marketing
 - E. e-books

24. Printing on demand means that you can select from a large database of books and then:
- A. receive a hard copy printout of the book while you wait
 - B. receive an access code to download the book's content from the Internet
 - C. receive the book's content via a PDA
 - D. all of these
 - E. none of these
25. Which of these is an example of user-generated content?
- A. crossword puzzles
 - B. wiki novel
 - C. serialized drama
 - D. none of these
 - E. all of these
26. Which of the following is NOT a defining feature of books?
- A. they are the least "mass" of the mass media
 - B. they are widely considered "disposable" media
 - C. they are the oldest of the mass media
 - D. they are the most enduring of the mass media
 - E. their cultural impact can far outweigh their audience size
27. The book publishing industry is experimenting with social media by:
- A. using it for promotion
 - B. using it for message boards
 - C. letting readers submit questions
 - D. distributing novels
 - E. all of these
28. _____ are soft-bound books that have their major sales in places other than bookstores (such as supermarkets and newsstands).
- A. trade books
 - B. mass market paperbacks
 - C. popular press books
 - D. point of purchase books
 - E. retail books
29. The book industry can be divided into three segments: publishers, distributors, and _____.
- A. retailers
 - B. wholesalers
 - C. marketers
 - D. authors
 - E. consumers
30. The Internet has affected distribution in the book industry:
- A. because distributors have been eliminated
 - B. because the distributor and/or the retailer can both be bypassed
 - C. by focusing on the largest division, trade publications
 - D. by decreasing production costs
 - E. none of these
31. The editorial department of a publishing company is responsible for:
- A. determining which manuscripts to publish
 - B. conducting focus groups and other research to test a book's marketability
 - C. determining and implementing the most effective promotion campaign
 - D. assessing what the book's retail price should be
 - E. all of these

32. Which department oversees the physical design of the book?
- A. promotion
 - B. publicity
 - C. editorial
 - D. production
 - E. none of these
33. Editors get the books they publish from:_____.
- A. manuscript submissions by agents
 - B. unsolicited manuscripts sent by authors
 - C. ideas generated by the editor
 - D. all of these
 - E. none of these
34. Money from ____ is the most important of the following potential revenue sources for book publishers.
- A. secondary market revenues
 - B. book sales
 - C. subsidiary rights
 - D. operating revenues
 - E. none of these revenue sources is that important
35. Nielsen BookScan is most closely associated with _____ in the book industry.
- A. audience feedback
 - B. the slush pile
 - C. cover design
 - D. procurement
 - E. secondary rights

ch6 Key

1. Many early books were considered works of art.
TRUE
Dominick - Chapter 06 #1
2. Most early books featured scientific content.
FALSE
Dominick - Chapter 06 #2
3. Book publishing became heavily commercialized in the early to mid 1900s.
TRUE
Dominick - Chapter 06 #3
4. The e-book revolutionized the book publishing industry.
FALSE
Dominick - Chapter 06 #4
5. Because books are the least "mass" of the mass media, they do not have significant cultural impact.
FALSE
Dominick - Chapter 06 #5
6. Books aimed at professionals such as doctors and scientists needing a reference library are classified as trade books.
FALSE
Dominick - Chapter 06 #6
7. The companies dominating the book publishing industry focus exclusively on book publishing, and tend not to be large conglomerates with interests in other media.
FALSE
Dominick - Chapter 06 #7
8. Amazon.com is the biggest bookseller in the United States.
TRUE
Dominick - Chapter 06 #8
9. There are five major departments in a typical publishing company: editorial, production, marketing, general administration/business, and circulation.
FALSE
Dominick - Chapter 06 #9
10. Manuscript selection and sales are the responsibility of book publishers' marketing departments.
FALSE
Dominick - Chapter 06 #10
11. Unsolicited book manuscripts are referred to as "slush."
TRUE
Dominick - Chapter 06 #11
12. Although book publishers receive income from subsidiary rights, income from book sales is more important.
TRUE
Dominick - Chapter 06 #12
13. As a cost-cutting measure, one major publisher even stopped acquiring new manuscripts.
TRUE
Dominick - Chapter 06 #13
14. The book industry's most important form of audience feedback is the various best-seller lists compiled by newspapers and trade publications.
TRUE
Dominick - Chapter 06 #14

15. The biggest increase in literary reading in 2002 was among 35-50 year-olds.

FALSE

Dominick - Chapter 06 #15

16. Until about the 12th century, most books in Europe were produced by:

A. wealthy hobbyists
B. monks
C. professional transcribers
D. immigrant tradespeople
E. cloistered women

Dominick - Chapter 06 #16

17. In the early days of book publishing, publishers functioned as:

A. mechanics
B. printers
C. politicians
D. teachers
E. paste-up artists

Dominick - Chapter 06 #17

18. The most significant book of the early to mid-1800s was probably _____. It sold a huge number of copies and caused many people to oppose slavery.

A. *I Know Why the Caged Bird Sings*
B. the Bible
C. *Uncle Tom's Cabin*
D. *McGuffey's Reader*
E. *Days of Doom*

Dominick - Chapter 06 #18

19. During the Civil War, soldiers needed something to occupy themselves with during idle time; this demand led to:

A. the publication of vast quantities of paperback books
B. the creation of crossword puzzles
C. the increased education of society, as the soldiers pursued greater knowledge
D. the serialization of novels in newspapers
E. all of these

Dominick - Chapter 06 #19

20. In the early Twentieth Century, the book industry:

A. became increasingly commercialized
B. saw many publishers expanding into the mass market, adopting modern promotion and distribution techniques
C. depended more on banks for money
D. published popular books featuring a wide variety of content
E. all of these

Dominick - Chapter 06 #20

21. After World War II, new channels of distribution led to the increased popularity of:

A. self-help books
B. books on the *New York Times* Bestsellers' List
C. elite-appeal books
D. paperback books
E. all of these

Dominick - Chapter 06 #21

22. Which of the following describes the contemporary book industry?
- A. consolidation continues
 - B. online booksellers have changed the way books are sold
 - C. the content of books is remarkably varied
 - D. an increasing number of outlets are selling books
 - E.** all of these

Dominick - Chapter 06 #22

23. With _____, books don't have to be printed on paper to be distributed.
- A. e-commerce
 - B. databases of book content
 - C. printing on demand
 - D. niche marketing
 - E.** e-books

Dominick - Chapter 06 #23

24. Printing on demand means that you can select from a large database of books and then:
- A.** receive a hard copy printout of the book while you wait
 - B. receive an access code to download the book's content from the Internet
 - C. receive the book's content via a PDA
 - D. all of these
 - E. none of these

Dominick - Chapter 06 #24

25. Which of these is an example of user-generated content?
- A. crossword puzzles
 - B.** wiki novel
 - C. serialized drama
 - D. none of these
 - E. all of these

Dominick - Chapter 06 #25

26. Which of the following is NOT a defining feature of books?
- A. they are the least "mass" of the mass media
 - B.** they are widely considered "disposable" media
 - C. they are the oldest of the mass media
 - D. they are the most enduring of the mass media
 - E. their cultural impact can far outweigh their audience size

Dominick - Chapter 06 #26

27. The book publishing industry is experimenting with social media by:
- A. using it for promotion
 - B. using it for message boards
 - C. letting readers submit questions
 - D. distributing novels
 - E.** all of these

Dominick - Chapter 06 #27

28. _____ are soft-bound books that have their major sales in places other than bookstores (such as supermarkets and newsstands).
- A. trade books
 - B.** mass market paperbacks
 - C. popular press books
 - D. point of purchase books
 - E. retail books

Dominick - Chapter 06 #28

29. The book industry can be divided into three segments: publishers, distributors, and _____.
A. retailers
B. wholesalers
C. marketers
D. authors
E. consumers

Dominick - Chapter 06 #29

30. The Internet has affected distribution in the book industry:
A. because distributors have been eliminated
B. because the distributor and/or the retailer can both be bypassed
C. by focusing on the largest division, trade publications
D. by decreasing production costs
E. none of these

Dominick - Chapter 06 #30

31. The editorial department of a publishing company is responsible for:
A. determining which manuscripts to publish
B. conducting focus groups and other research to test a book's marketability
C. determining and implementing the most effective promotion campaign
D. assessing what the book's retail price should be
E. all of these

Dominick - Chapter 06 #31

32. Which department oversees the physical design of the book?
A. promotion
B. publicity
C. editorial
D. production
E. none of these

Dominick - Chapter 06 #32

33. Editors get the books they publish from:_____.
A. manuscript submissions by agents
B. unsolicited manuscripts sent by authors
C. ideas generated by the editor
D. all of these
E. none of these

Dominick - Chapter 06 #33

34. Money from ____ is the most important of the following potential revenue sources for book publishers.
A. secondary market revenues
B. book sales
C. subsidiary rights
D. operating revenues
E. none of these revenue sources is that important

Dominick - Chapter 06 #34

35. Nielsen BookScan is most closely associated with _____ in the book industry.
A. audience feedback
B. the slush pile
C. cover design
D. procurement
E. secondary rights

Dominick - Chapter 06 #35

ch6 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 06	35