

**POST GRADUATE DIPLOMA IN  
BOOK PUBLISHING**

**Term-End Examination**

**December, 2015**

**MBP-004 : MARKETING, PROMOTION AND  
DISTRIBUTION OF BOOKS**

*Time : 3 hours*

*Maximum Marks : 100*

---

**Note :** *This paper has five compulsory questions. All questions carry equal marks. Attempt each question in 300 – 350 words, unless otherwise instructed.*

---

1. What is the difference between marketing and sales ? Discuss with suitable examples. 20

**OR**

Distinguish between author's strategies and publisher's strategies to publicise and sell books.

2. How are books promoted ? Elaborate. 20

**OR**

What are the common formats used for direct mail promotion of books ? Explain each type in detail.

3. Why are book exhibitions important ? Discuss with reference to any exhibition you may have visited. 20

**OR**

How are books mass distributed ? Discuss with suitable examples.

4. Why is the sale of books the most important segment of the business of book publishing ? Elaborate. 20

**OR**

“Publishing is an unpredictable business.” Do you agree ? Give reasons for your answer.

5. Write short notes on any *two* of the following in about 150 words each : 10+10=20
- (a) Different kinds of Books
  - (b) Unsold Stocks
  - (c) Miscellaneous methods of Book Promotion
  - (d) Importance of Book Clubs
-