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MBP-004

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING (PGDBP)**

Term-End Examination

December, 2021

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

Time : 3 Hours

Maximum Marks : 100

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

1. What do you understand by “Point of Purchase” publicity ? What are the materials used in this strategy for book promotion ? 20

Or

Discuss the use of trade fairs, book fairs and exhibition as strategies for distribution and sale of books.

2. Why are format modification and content modification necessary in online marketing of books ? Discuss with examples. 20

Or

Promotion of books through mail or post is an important component of the composite promotion policy of a publishing house. Discuss.

3. “The book-fair is a double-edged weapon for a publisher.” Do you agree ? Substantiate your answer with suitable examples. 20

Or

“Cash flow is the key to success and failure of a publishing business.” Elaborate with suitable examples.

4. How are publishing costs estimated or calculated ? Write a note on the above with illustrative examples. 20

Or

Discuss the *four* methods of calculating the total of cost a book, with suitable examples.

[3]

5. Write short notes in **150-200** words each on any *two* of the following : 10 each

- (a) Role of author in book promotion
- (b) Book review as a tool of book promotion
- (c) e-marketing strategies
- (d) Use of technology in book promotion
- (e) Book clubs