

00423

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

Term-End Examination

June, 2012

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

Time : 3 hours

Maximum Marks : 100

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

1. Define the term 'book promotion,' and discuss sales promotion plan in the process of book promotion. **20**

OR

Discuss the 'point of purchase publicity' materials used by publishers to promote their books.

2. What are the commonly used materials for mailing in book promotion ? **20**

OR

Discuss the role of an author in the promotion of a book.

3. Trade fairs, books fairs and exhibitions provide a good opportunity to publishers to achieve their targets of distribution and sale of books. Discuss. 20

OR

What is a 'book club' ? Discuss its working.

4. Briefly discuss the role of distributors, wholesalers and retailers in an efficient book distribution system. 20

OR

What are 'fixed costs' and unfixed costs' ? Explain giving suitable examples.

5. Discuss *any two* of the following in 150-200 words : 10+10
- (a) Media in marketing
 - (b) Mailing list
 - (c) Cost factor in mass distribution
 - (d) Break-even point
 - (e) Book review as method of book promotion