

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

Term-End Examination

June, 2013

**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 do you understand by the term. "Online Marketing"? Write an essay on the online marketing of books. 20

OR

What are the issues that a Publisher-Distributor Agreement should cover ? Discuss with examples.

2. Write an essay on the concept and importance of book promotion using appropriate examples. 20

OR

Why is "advertisement" of books an obligation on the part of a publisher ? Illustrate your answer.

3. Discuss the importance of Trade Fairs, Book Fairs and Exhibitions with regard to the sale of books. **20**

OR

Discuss the issues of cost factor in mass distribution of books with suitable examples.

4. What are Distribution Systems in Book Publishing? **20**
Why should a publisher be aware of the role of such distribution systems ?

OR

“The key to financial control is cash flow”. Discuss with reference to book publishing as a business.

5. Write short notes on *any two* of the following in **150 - 200** words each : **10+10=20**
- (a) Mailing materials
 - (b) Point - of - purchase publicity
 - (c) Marketing strategies
 - (d) Break - even point
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