

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

00815

June, 2017

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

Time : 3 hours

Maximum Marks : 100

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

1. Distinguish between marketing, distribution and sales. What are the various strategies used for marketing of books ? Discuss. 20

OR

Discuss the various methods of promoting a title and illustrate your answer with suitable examples.

2. Discuss the variety of mailing materials used in the promotion of books, using suitable examples. 20

OR

Distinguish between the role of a distributor from that of a publisher, commenting on the relative importance of each.

3. Write an essay on the importance of trade fairs, book fairs and exhibitions in the strengthening of the book trade. 20

OR

“An exhibition is of crucial importance to the publisher.” Discuss.

4. What is cash flow ? Why is it of importance in publishing ? Illustrate your answer. 20

OR

What do you understand by the term Break-Even Point ? What are its advantages ?

5. Write short notes on any *two* of the following in 150 – 200 words each : 10+10=20
- (a) Unsold Stocks
 - (b) Format of Direct Mail
 - (c) Role of Retailer
 - (d) Factors affecting Income of a Publishing House
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