

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

June, 2018

00615

**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. Discuss the modifications in content and format needed to market books, using innovation technologies. 20

OR

Write an essay discussing the issues covered in Publisher-Distributor Agreements.

2. "Each book is different and, therefore, the promotion needs for each book will also be different." Discuss. 20

OR

List the various direct promotion methods for promoting books and discuss any two in detail, with examples.

3. Distinguish between Trade Fairs, Book Fairs and Exhibitions. 20

OR

Write a note on Mass Distribution of Books with special reference to its importance and nature.

4. Discuss Book Distribution Systems with special reference to their importance. 20

OR

How can the cost of publishing a book be determined so that the publisher can make a profit ? Elaborate.

5. Attempt any *two* of the following in 150 – 200 words each : 10+10=20
- (a) Author's strategies for marketing books
 - (b) Model promotion plan
 - (c) Importance of book fairs
 - (d) Break-even point
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