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MBP-004

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

Term-End Examination

June, 2019

**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. Discuss what are the hyperlinks you can expect to find in the website of an online book store. 20

Or

Discuss with examples, what points must be kept in mind while designing a publisher-distributor agreement.

(A-13) P. T. O.

2. "There are as many ways of promoting a title as there are titles to promote." Discuss. 20

Or

Which of the three methods of promoting a book—advertisements, author's participation and book review's—do you consider the most effective and why ?

3. What do you understand by the term 'Break-Even Point' ? What are its advantages ? 20

Or

Write an essay on the importance of trade fairs, book fairs and exhibitions.

4. How are mass distribution books advertised ? Discuss with examples. 20

Or

What is the reason for first books being subscription books ? Write a note on the advantages of this sales method.

[3]

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

- (a) Use of social media in book marketing
- (b) Cash flow and its reasons for slow movement
- (c) Importance of Distributor for the publisher
- (d) Importance of cash flow in publishing

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(A-13)