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MBP-004

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

Term-End Examination

June, 2020

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) This question paper has five compulsory questions.

(ii) All questions carry equal marks.

(iii) Attempt each question in 300-350 words unless otherwise instructed.

1. 'The self published author uses different strategies to publicise and sell books.' Discuss.

Or

Discuss online book stores as publisher's strategies for selling books.

2. Write a note on different book distribution channels in publishing. 20

Or

List the various book promotion methods and discuss any *two* in detail using suitable examples.

3. What role does an author play in book promotion ? Elaborate. 20

Or

How can a publisher handle author's sensitivities in marketing the book ? Explain the strategies adopted in this.

4. Discuss the importance of book exhibitions to the publisher. 20

[3]

Or

What are the factors a publisher keeps in mind while fixing the price of a book ?

5. Attempt any *two* of the following in *200-250* words each : (10+10)

- (a) Objectives of sales promotion
- (b) Format of direct mail
- (c) Importance of book fairs
- (d) Role of distributors in selling books