

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

Term-End Examination

June, 2022

**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. What are online bookstores ? Discuss the various advantages of such stores to publishers. 20

OR

What modifications are needed if innovative technologies are used to market books ? 20

2. What are the various methods used by publishers to promote books ? 20

OR

List some of the advantages of having sales staff. Illustrate your answer. 20

3. Write an essay on the importance of Trade fairs, Book fairs and Exhibitions. 20

OR

What should a publisher know about a book before deciding if it is suitable for Mass Distribution ? 20

4. Does the publisher's success depend on the effectiveness of his distribution systems ? Defend your answer. 20

OR

What are the three methods of calculating the publisher's cost ? Explain each in brief. 20

5. Discuss any *two* in 150 – 200 words each : 10+10=20
- (a) Hyperlinks of online bookstores
 - (b) Sales promotion
 - (c) Promotion through mail
 - (d) Author's questionnaire
 - (e) Book exhibitions
 - (f) Role of distribution manager in sales
