

No. of Printed Pages : 3

MBP-004

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

Term-End Examination

June, 2023

**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. Write a note on the modifications needed in formats when different emerging technologies are used for marketing books. 20

P. T. O.

Or

Distinguish between wholesalers and distributors of books. Illustrate with suitable examples.

2. Write a detailed note on the objectives and plan of sales promotion of book. 20

Or

“There are as many ways of promoting a title as there are titles to promote.” Discuss with examples.

3. Discuss the importance of trade fairs, book fairs and exhibitions. 20

Or

What do you understand by cost factor in book distribution ?

4. Discuss the factors that go into profit planning in a publishing house. 20

[3]

Or

What do you understand by 'break-even' point ?
Explain with reference to its importance for a publisher.

5. Write short notes on any *two* of the following in **150-200** words each : 10+10=20
- (a) Self-publishing
 - (b) Purpose of sales conference
 - (c) Book fairs
 - (d) How does the publisher decide on pricing his book ?
 - (e) Cash flow