

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

Term-End Examination

December, 2011

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

Time : 3 hours

Maximum Marks : 100

Note : *This paper has five compulsory questions. Attempt each question in 300-350 words unless otherwise instructed.*

1. "It is said that there are as many methods of promoting a title, as there are titles to promote." Discuss with appropriate examples. 20

OR

What are some of the mailing materials used for the promotion of books ? Discuss.

2. What do you understand by the term "Distribution". Explain with reference to the importance of distribution in the whole process of publishing. 20

OR

What are points of purchase display ? Discuss which kind of display is suitable for (a) fiction (b) text books (c) trade books.

3. Why is advertising of the usual kind not affordable 20
for the book publisher ? What are some of the
alternative strategies a book publisher can
adopt ? Discuss.

OR

Discuss the difference's between Mass
Distribution and other modes of sales with
appropriate examples.

4. Write a short note on the working of book clubs 20
with examples from different ways and mean
adopted by the book trade.

OR

'What is a distribution system and why is it
important' ? Discuss with examples.

5. Write short notes (150 - 200 words each) on
any two of the following : 10+10
- (a) Handling unsold stocks of books.
 - (b) Objectives of sales promotion.
 - (c) Importance of book reviews in book
promotion.
 - (d) Importance of knowing the nature of the
customer/consumer.
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