

**POST GRADUATE DIPLOMA IN  
BOOK PUBLISHING**

MBP-004 : MARKETING, PROMOTION AND DISTRIBUTION OF BOOKS

**ASSIGNMENT**

**(Based on Blocks1-4)**

**Programme: MBP**

**Assignment Code: MBP-004/TMA/20019-20**

**Max. Marks: 100**

**Answer all questions (500 words per answer unless otherwise indicated). All questions carry equal marks.**

1. What is the purpose of holding a sales conference before starting the sale of a book ? What is usually the agenda of such internal promotional meetings?
2. Discuss in brief the authors' and publishers' strategies for online marketing of books.
3. What is book promotion? What are the conventional methods of book promotion?
4. Explain some of the mailing materials that are used by publishers in promoting the sale of books through mail.
5. Write short notes on any two of the following in about 150 — 200 words each : 10+10=20
  - (a) Authors' Questionnaire
  - (b) Break-Even-Point
  - (c) Book Club
  - (d) Book Distribution System
  - (e) Point of Purchase Publicity