

PGDBP

**POST GRADUATE DIPLOMA
IN
BOOK PUBLISHING**

**ASSIGNMENT
(2022 - 23)**

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



**School of Humanities
Indira Gandhi National Open University
Maidan Garhi, New Delhi-110068**

**ASSIGNMENTS FOR
POST GRADUATE DIPLOMA IN BOOK PUBLISHING
MBP- 004: MARKETING PROMOTION AND DISTRIBUTION OF BOOKS**

**Programme: PGDBP
Course Code: MBP 004/TMA/2022-23**

Dear Learners,

You are required to do one assignment for each Course (Courses 1-7) of the PG Diploma in Book Publishing. Each assignment is a Tutor Marked Assignment (TMA) and carries 100 marks. Each assignment covers the entire course.

Aims: This TMA is concerned mainly with assessing your application and understanding of the course material. You are not required to reproduce chunks of information from the course material but to apply the information you have acquired during the course of study. This assignment aims to teach as well as to assess your performance. Please ensure that you read all the units of the course. Do make points as you go along. If there is anything you do not understand, please ask the Counsellors at your Study Centre for clarification. Once you are able to do the assignment satisfactorily, you will be ready to take the Term-end exam with confidence.

Instructions: Before attempting the assignment, please read the following instructions carefully.

1. Read the detailed instructions about the assignment given in the ProgrammeGuide.
2. Write your Enrolment Number, Name, Full Address and Date on the top right corner of the first page of your response sheet(s).
3. Write the Course Title, Assignment Number and the Name of the Study Centre you are attached to, in the centre of the first page of your response sheet(s).

The top of the first page of your response sheet should look like this:

ENROLMENTNO.....
NAME.....
ADDRESS.....
COURSE TITLE:
ASSIGNMENT NO:
STUDY CENTRE: DATE:

4. Use only A4 paper size for your assignment and tag all the pages carefully.
5. Write the relevant question number with each answer.

6. You should write the answer in your own handwriting.
7. **Submission:** The completed assignment should be sent to the Coordinator of the Study Centre allotted to you **by 31st October (for December exam) and 30th April (for June exam)** . Please read the instructions given in your Programme Guide. Now read the following guidelines carefully before answering the questions.

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GUIDELINES FOR TMAs

You will find it useful to keep the following points in mind:

1. **Planning:** Read the questions carefully. Go through the points on which they are based. Make some points regarding each question and then rearrange these in a logical order. And please write the answers in your own words. Do not reproduce passages from the units.
2. **Oganisation:** Be a little more selective and analytic before drawing up a rough outline of your answer. In an essay-type question, give adequate attention to your introduction and conclusion. The introduction must offer your brief interpretation of the question and how you propose to develop it. The conclusion must summarize your response to the question. In the course of your answer, you may like to make references to other texts or books as this will add some depth to your analysis.

Make sure that your answer:

- (a) is logical and coherent;
 - (b) has clear connections between sentences and paragraphs;
 - (c) is written correctly giving adequate consideration to your expression, style and presentation;
 - (d) does not exceed the number of words indicated in the question.
3. **Presentation:** Once you are satisfied with your answers, you can write down the final version for submission, writing each answer neatly and underlining the points you wish to emphasize.

Remember that you must submit your assignments before you can appear for the Term End Exams. Please remember to keep a copy of your completed assignment, just in case the one you submitted is lost in transit.

Good luck with your work!

ASSIGNMENT

MBP- 004: Marketing Promotion and Distribution of Books

Programme: PGDBP

Assignment Code: MBP 004/TMA/2022-23

Max. Marks:100

Answer Any Five Questions.

All questions carry equal marks. (350-400 words for 20 marks and 200 words for 10 marks)

1. What are the various methods and practices used in the process of Book promotion? Discuss the advantages and disadvantages of those methods. 20
2. Elaborate on the major types of Distribution systems that are in practice in the Publishing world. 20
3. Write a detailed analytical essay on Publisher-Distributor agreement keeping in view all the complexities involved? 20
4. What is the role and significance of Trade Fairs, Book Fairs and Exhibitions in book promotion? 20
5. "Break-even point and profit planning is crucial for a Publisher". Discuss. 20
6. Write an extended essay on the 21st Century techniques of Book Promotion and Distribution with a view of suitability in Indian socio-cultural conditions. 20
7. Write Short notes in about 200 words: (10 X 2 = 20)
 - a. Mailing / posting materials
 - b. Book Promotion in Pandemic and Post Pandemic phase