

**POST GRADUATE DIPLOMA IN BOOK  
PUBLISHING**

**Term-End Examination**

**December, 2013**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Write an essay on the objective and methods of sales promotion of books, using appropriate examples. 20

**OR**

Why should content and format be modified while using emerging technologies for book marketing ?

2. Distinguish between whole salers and distributors of book and write a note on their respective roles. 20

**OR**

What do you understand by Book Promotion ? Explain any two methods of book promotion using appropriate examples.

3. What is a Mailing List ? From where does a publisher compile such a list? Illustrate your answer. 20

OR

“An author’s participation can play a major role in the successful marketing of a book .” Do you agree ? Explain with examples.

4. How does a publisher’s participation in Trade fair, Book fairs and exhibitions contribute to the sales of his books ? 20

OR

Write a note on the role of the publisher in the Mass Distribution of inexpensive books, using suitable examples.

5. Write short notes on **any two** of the following in 150 - 200 words each : 10+10=20
- (a) Active and passive mailing lists
  - (b) Author’s sensitivity in book promotion
  - (c) Role of retailer in book publishing
  - (d) Publishing costs
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