

00193

**POST GRADUATE DIPLOMA IN BOOK  
PUBLISHING**

**Term-End Examination**

**December, 2012**

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. Write briefly the various book promotion methods used by publishers to promote their books. 20

**OR**

Publishers employ different strategies for different books. Discuss with suitable examples.

2. Define the term 'mailing list.' Mention the sources required to compile a mailing list. 20

**OR**

Discuss the elements of an author's questionnaire which may be crucial for book promotion.

3. Write a note on the importance of utilisation of sales force in book promotion. 20

**OR**

'Book reviews are vital for successful selling of professional and scholarly books'. In the light of this statement discuss the importance of book review method in book promotion.

4. Break-even point is a helpful tool in assessing the future performance of a publishing house. Discuss. 20

**OR**

Define the term 'Cash flow'. What factors contribute the slow movement of cash flow ?

5. Discuss *any two* of the following in 150-200 words each : 20
- (a) 'Book club'
  - (b) Book fairs and exhibitions
  - (c) Mass distribution of books
  - (d) Mailing material used in book promotions
  - (e) Online marketing of a books

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