

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

00565

Term-End Examination

December, 2014

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

Time : 3 hours

Maximum Marks : 100

Note : Attempt *five* questions in all. All questions carry equal marks. Attempt each question in 300 – 350 words, unless otherwise instructed.

1. A book store is a point-of-purchase in the publishing world. Discuss promotional items for point-of-purchase. 20

2. Discuss different methods of sales promotion and purpose of sales-force of a publishing house. 20

3. Discuss any *two* of the following : 2×10=20
 - (a) Trade announcements
 - (b) Author's interviews
 - (c) Intellectual Property Rights
 - (d) Importance of mass distributions

4. Author's participation in book promotion cannot be under-estimated. Discuss. 20

5. Describe the importance of book fair and book exhibition. 20
6. Discuss the concept of 'Book Club' and its role in promoting books. 20
7. Discuss book distribution system with a special reference to retailers. 20
8. Income of a publishing house depends on the price of a book, number of copies sold, discount and marketing costs. Discuss. 20
9. Write short notes on any *four* of the following : 4×5=20
- (a) Break-even point
 - (b) Catalogues
 - (c) Flyers
 - (d) Mailing list
 - (e) Specimen copies
 - (f) Author's Questionnaire
 - (g) On-line book store
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