

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

00444

Term-End Examination

December, 2016

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

Time : 3 hours

Maximum Marks : 100

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

1. Advance planning and a suitable sales promotion plan can bring more sales and profit. Discuss. 20

OR

What do you understand by 'point of purchase publicity' ? What items are usually included in this ? Discuss.

2. Discuss the importance of utilization of sales force in book promotion. 20

OR

Sales promotion by book reviews is the least expensive and most effective method of book promotion. Explain.

3. What is break-even point ? Why is it necessary to calculate the break-even point before deciding to publish a book ? 20

OR

Discuss the areas of book promotion where an author can play a significant role.

4. What are fixed costs and unfixed (variable) costs in book production ? Explain in detail with examples of fixed and unfixed costs. 20

OR

Discuss the importance of trade fairs and book exhibitions in book promotion.

5. Write short notes on any *two* of the following : 10+10=20

- (a) Use of Social Media in Book Promotion
 - (b) Mailing List
 - (c) Materials for Mailing
 - (d) Cash Flow
 - (e) Publisher's Strategy for Book Promotion
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