

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

December, 2017

00701

**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. Write a note on the use of emerging technologies in advertising strategies of a publisher. 20

OR

Discuss the various methods of promoting a title with suitable examples.

2. What are some of the mailing materials used in promoting and selling books ? Discuss each of them briefly. 20

OR

“A mailing list is of great importance for a successful book marketing campaign.” Discuss the various aspects of a mailing list with reference to the above statement.

3. Write an essay on the different factors that affect the success of a publishing venture. 20

OR

Discuss the importance of trade fairs, book fairs and exhibitions in strengthening the publishing trade.

4. What do you understand by Mass Distribution of books ? Illustrate your answer. 20

OR

Explain the basic principles of distribution systems with reference to the book trade.

5. Write short notes on any *two* of the following in 150 – 200 words each : 10+10=20
- (a) Online Book Stores
 - (b) Sales Promotion Plan
 - (c) Break-Even Point
 - (d) Role of Sales Manager in the Book Trade
-