

**POST GRADUATE DIPLOMA IN
BOOK PUBLISHING**

Term-End Examination

00641

December, 2018

**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 e-marketing strategies that can be adopted for books. 20

OR

Discuss the various methods of book promotion.

2. What are the advantages of having a suitable marketing plan drawn up in advance ? Illustrate your answer. 20

OR

Write a note on the importance of mailing lists for book marketing campaigns.

3. What is the importance and role of Trade Fairs in the book publishing trade ? Discuss. 20

OR

Discuss the importance of book exhibitions for the common citizens/readers. Illustrate your answer.

4. "The planning of sales is co-terminus with the planning of publishing a book." Discuss with examples. 20

OR

Discuss the four main distribution systems for books with suitable examples.

5. Write short notes on any *two* of the following in 150-200 words each : 10+10=20

- (a) Unsold Stocks
- (b) Mailing Materials
- (c) Cost Factor in Mass Distribution
- (d) Retailer – The Ultimate Sales Outlet