

POST GRADUATE DIPLOMA IN BOOK PUBLISHING (PGDBP)

Term-End Examination

December, 2019

MBP-004 : MARKETING, PROMOTION AND DISTRIBUTION OF BOOKS

Time : 3 hours

Maximum Marks : 100

Note : (i) This question paper has five compulsory questions.

(ii) All questions carry equal marks.

(iii) Attempt each question in 300-350 words unless otherwise instructed.

1. Why is modification of content and format necessary while using innovative marketing strategies ? Discuss. 20

OR

Distinguish between the roles of publisher and distributor in the sales of any book.

2. Write a note on the agenda or purpose of a sales conference, giving suitable examples. 20

OR

Discuss some of the items used by publishers in point-of-sale publicity.

3. "An author's questionnaire is the most important tool for a publisher to market his books". Elaborate. 20

OR

What is the importance of Book Exhibitions for the books reader ? Discuss with examples.

4. What should be kept in mind while planning Mass Distribution of Book ? 20

OR

Distinguish between the roles of Wholesalers and Distributors in the sales of books.

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

- (a) Direct strategies in marketing book  
(b) Author's strategies in selling his own book  
(c) Promotion through mail  
(d) Break-even point