

No. of Printed Pages : 2

MBP-004

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING (PGDBP)**

Term-End Examination

December, 2020

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

Time : 3 Hours

Maximum Marks : 100

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

1. Distinguish between wholesalers and distributors, giving suitable examples. 20

Or

Write a note on various methods of book promotion.

2. Discuss the differences between trade fairs, book fairs and exhibitions. 20

Or

Write a note on mass distribution of books.

[2]

3. List the various kinds of book clubs and discuss the importance of any *two*. 20

Or

Planning of publishing and sales of a book go together. Discuss the reasons, why.

4. "The key to financial control in cash flow." Do you agree ? Define your answer. 20

Or

Discuss the guiding principles of the economics of book publishing with examples.

5. Attempt any *two* of the following in **200–250** words each : 10+10

- (a) Self-publishing
- (b) Objectives of sales promotion
- (c) Author's role in book promotion
- (d) Break-even point

MBP-004