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MBP-004

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

Term-End Examination

December, 2022

**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. “The media for marketing can be print, direct marketing or personal appearances or a mix.” Discuss with examples. 20

Or

The self-published author of DTP books needs to publicise and sell his/her own books. Discuss some of these strategies.

2. What are the points included in a Publisher-Distributor agreement ? Briefly explain each. 20

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Or

Distinguish between book promotion and book distribution, giving suitable examples.

3. What is a publisher's mailing list ? Distinguish between a standard and a targetted mailing list. 20

Or

Elaborate on the importance of Trade Fairs and Exhibitions in the book trade.

4. Discuss the relative roles of distributors and wholesalers in the book trade. 20

Or

Distinguish between fixed costs and unfixed costs of book publishing. Give suitable examples.

5. Discuss any *two* of the following in *150-200* words each : 10+10

- (a) Point-of-purchase publicity
- (b) Importance of book reviews
- (c) Format of direct mail
- (d) Active mailing list
- (e) Cash flow
- (f) Break-even point

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