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MBP-004

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

Term-End Examination

December, 2023

**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. Discuss the strategies that a self-published author using DTP can adopt to publicise and sell books. 20

Or

Distinguish between wholesalers and distributors using suitable examples.

2. What is sales promotion ? Discuss with reference to the various tools used in sales promotion. 20

Or

Discuss the strategy of point of sales publicity.

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3. Write a note on the importance of book fairs. 20

Or

Write a note on the importance of book exhibitions.

4. Why is cash flow important in publishing ?
Discuss using suitable examples. 20

Or

What is the relationship between sales income and total publishing cost ? Elaborate using suitable examples.

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

- (a) Importance of Direct mail method
- (b) Author sensitivity
- (c) Books suitable for mass distribution
- (d) Book clubs
- (e) Selling price