

POST GRADUATE DIPLOMA IN BOOK PUBLISHING

Term-End Examination

June, 2014

MBP-004 : MARKETING, PROMOTION AND
DISTRIBUTION OF BOOKS

Time : 3 hours

Maximum Marks : 100

Note : This paper has five compulsory questions. Attempt each question in 300-350 words unless otherwise instructed.

1. What is on-line marketing? Discuss publisher's author's and marketing strategies for it. 20
2. Discuss the various book promotion methods. 20
3. Discuss *any Two* : 20
 - (a) Direct Malling
 - (b) Sales Conference
 - (c) Discount in Book Trade
4. Discuss the importance of mass distribution of books and its cost factors. 20
5. Discuss the significance of book clubs and subscription books in book distribution. 20
6. Discuss the role of Book fair in the propogation of book culture. 20

7. Prepare a detailed list of: 20
(a) Fixed costs and
(b) Variable costs of a publication.
8. Describe the role of 20
(a) Distributors.
(b) Wholesalers.
(c) Retailers in book trade.
9. Describe 'Break-even-point' and its advantages in 20
book publishing.
10. Write short notes on *any four* of the following: 4x5=20
(a) Book Review
(b) Author's autograph session
(c) Book jacket
(d) Book release function
(e) Buyer profile
(f) Mailing List
(g) USP of a book
(h) Book Exhibition

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