

**POST GRADUATE DIPLOMA IN  
BOOK PUBLISHING**

**Term-End Examination**

**June, 2016**

00376

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

*Time : 3 hours*

*Maximum Marks : 100*

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

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1. What is the purpose of holding a sales conference before starting the sale of a book ? What is usually the agenda of such internal promotional meetings ?

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**OR**

Discuss in brief the authors' and publishers' strategies for online marketing of books.

2. Discuss the main features of a publisher-distributor agreement.

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**OR**

What is book promotion ? What are the conventional methods of book promotion ?

3. An author's involvement and utilisation can play a significant role in promoting books. Discuss. 20

**OR**

Explain some of the mailing materials that are used by publishers in promoting the sale of books through mail.

4. Define a mailing list and suggest some measures to maintain an active mailing list. 20

**OR**

Discuss the importance of trade fairs, book fairs and book exhibitions in the context of book promotion.

5. Write short notes on any *two* of the following in about 150 – 200 words each : 10+10=20
- (a) Authors' Questionnaire
  - (b) Break-Even-Point
  - (c) Book Club
  - (d) Book Distribution System
  - (e) Point of Purchase Publicity
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