

**POST GRADUATE DIPLOMA IN  
BOOK PUBLISHING**

**Term-End Examination**

**June, 2021**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** *This question 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. Briefly discuss the three strategies for selling a book — Marketing, Promotion and Distribution. 20

**OR**

Why does a publisher need to adopt different strategies for selling different types of books ? Discuss with examples. 20

2. What is meant by a Publisher-Distributor Agreement ? Briefly discuss the points to be included in such an Agreement. 20

**OR**

Why is online marketing of books adopted by publishers ? What are the advantages/disadvantages of online marketing. 20

3. What are some of the strategies a self-published author can adopt to publicise and sell books ? 20

**OR**

Why will the content of a book being sold via e-marketing strategies have to be modified and how ? Discuss with examples. 20

4. Explain with suitable examples the difference between 'Fixed' and 'Unfixed' costs. 20

**OR**

Distinguish between the various roles played by distributors, wholesalers and retailers. Give suitable examples to illustrate your answer. 20

5. Write short notes on any *two* of the following in 150 – 200 words each : 10+10=20

- (a) Break-even Point
- (b) Types of Trade Fairs
- (c) Book Exhibitions
- (d) Role of Author in Book Promotion

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