

No. of Printed Pages : 2

MBP-004

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

Term-End Examination

June, 2024

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

Time : 3 Hours

Maximum Marks : 100

Note : This question paper has *ten* questions. All questions carry equal marks. Attempt any *five* questions. Answer each question in 300-350 words unless otherwise instructed.

1. Discuss the strategies employed by publishers for marketing their books. 20
2. Distinguish between publisher's and author's strategies for online marketing of books. 20
3. What do you understand by Publisher-Distributor agreements ? Illustrate with examples. 20
4. How can an author help in the promotion of his book ? Discuss. 20

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5. What are the apprehensions of an author in book promotion ? 20
6. Distinguish between Book Fairs, Trade Fairs and Exhibitions with example. 20
7. Write a note on the importance of Book Exhibitions. 20
8. How can a publisher make use of book clubs in increasing his sales ? 20
9. Discuss the methods used by publishers in estimating book costs.
10. Write short notes on any *two* of the following in 150-200 words each : 10+10=20
 - (a) Does advertising sell book ?
 - (b) Author's questionnaire
 - (c) Importance of cover design of a book
 - (d) Subscription Books
 - (e) Role of retailer in sales
