

**POST GRADUATE DIPLOMA IN  
BOOK PUBLISHING**

**Term-End Examination**

**00650**

**June, 2015**

**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. There are different strategies for marketing different types of books. Discuss with examples. 20

**OR**

Discuss the strategies for e-marketing or Internet marketing of books.

2. Discuss the various intermediaries of book distribution. 20

**OR**

Distinguish between sales promotion and distribution, citing suitable examples.

3. What are the various elements of an Author's Questionnaire ? Discuss. 20

**OR**

What are the different areas of book promotion in which an author can play a role ? Elaborate.

4. Distinguish mass distribution from other modes of distribution, using suitable examples. 20

**OR**

What do you understand by Cost Factor in mass distribution ? Explain why this is important for a publisher.

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

- (a) Importance of trade fairs, book fairs and exhibitions
  - (b) Subscription books
  - (c) Different sales techniques
  - (d) Role of retailer in sales
  - (e) Utilisation of sales force
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