

**POST GRADUATE DIPLOMA IN BOOK
PUBLISHING**

Term-End Examination

December, 2010

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

Time : 3 hours

Maximum Marks : 100

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

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1. Discuss the three media that can be used for marketing a book with appropriate examples. 20

OR

How is the problem of unsold stocks of book handled by a wholesaler and by a distributor ? Discuss.

2. What are the common formats used in Direct Mail Promotions ? Explain with examples. 20

OR

How can an author contribute in promoting the sale of his/her books ? Elucidate.

3. What is the importance of mass distribution of books ? Discuss. 20

OR

Explain the concept of Book Clubs and its importance in increasing sales.

4. What do you understand by 'publishing costs' and how are they calculated ? 20

OR

What do you understand by Break-Even Point and how is it calculated ?

5. Discuss *any two* of the following in 150-200 words each : 10+10=20

- (a) 'Book Review' as a tool for promotion and marketing of books.
 - (b) The objectives of sales promotion.
 - (c) Use of advertisements in selling books.
 - (d) Importance of Book Fairs.
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