

POST GRADUATE DIPLOMA IN BOOK
PUBLISHING

00186

Term-End Examination

June, 2010

MBP-004 : MARKETING, PROMOTION AND
DISTRIBUTION OF BOOKS

Time : 3 hours

Maximum Marks : 100

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

1. Discuss the online marketing strategies adopted by authors and publishers for book. Give suitable examples. 20

OR

What are some of the issues covered in Publisher-Distributor Agreements for enhancing the sales of books ? Discuss.

2. What aspects should a Model Promotion Plan cover ? Explain any two in detail. 20

OR

Enumerate the most commonly used materials for book promotions through mails and describe any two in detail.

3. Distinguish between trade fairs and book fairs. 20
Why are trade fairs important to a publisher.

OR

What are the cost factors involved in the mass distribution of book ? Discuss with examples.

4. "Planning of sales is co-terminous with the planning of publishing a book". Why ? Explain with reference to text books. 20

OR

Discuss the categories of cost involved in publishing a book. Why is it important to do these calculations before commencing the publishing process ?

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

- (a) What are the print media used to market a book ?
 - (b) What do you understand by "point-of purchase" publicity ?
 - (c) Explain the importance of book clubs.
 - (d) What is important for success in a book fair ?
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