

00114

**POST GRADUATE DIPLOMA IN BOOK  
PUBLISHING**

**Term-End Examination**

**June, 2011**

**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. Discuss the various media that can be used for marketing books with reasons why each medium is chosen. 20

**OR**

Why is e-marketing or online marketing preferred by publishers nowadays ? Explain with reasons for choosing e - marketing over the conventional methods of marketing books.

2. What do you understand by the term "Sales Promotion Plan." Explain with reference to the four objectives of sales promotion. 20

**OR**

Discuss the various mailing materials used by publishers to promote and sell their books with suitable examples.

3. Distinguish between trade fairs, book fairs and exhibitions and their importance in the distribution and sale of books. 20

**OR**

What are some of the strategies useful for the mass distribution of books. Explain with examples.

4. Why is planning the sales of books co - terminus with the planning of publishing books. Discuss with suitable examples. 20

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

- (a) Author's role in book promotion.
- (b) Difference between wholesalers and distributors.
- (c) Usefulness of book review's in selling book.
- (d) Mailing lists.

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