

No. of Printed Pages : 3

MBP-004

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

Term-End Examination

December, 2024

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

Time : 3 Hours

Maximum Marks : 100

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- Note :** (i) *This question paper has **ten** questions.*
(ii) *All questions carry equal marks.*
(iii) *Attempt any **five** questions.*
(iv) *Answer each question in **300–350** words,
unless otherwise instructed.*
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1. “The media for marketing can be print, direct marketing, personal appearance or a mix.”
Discuss. 20
2. Distinguish between wholesalers and distributors, highlighting the importance of each. 20

3. "There are as many ways of promoting a title as there are titles to promote." Elaborate with examples. 20
4. Do you agree that advertising is a very costly way of promoting a book ? Define your answer. 20
5. What are the various kinds of mailing materials that can be used for book promotion ? Discuss any *two* in detail. 20
6. Why does an author need to fill out a questionnaire about his book ? Elaborate with examples. 20
7. Write a note on the importance of book fairs in the propagation of book culture. 20
8. What do you understand by mass distribution of books ? 20
9. How are mass distribution books advertised by publishers ? 20
10. Write short notes on any *two* of the following in **150-200** words each : 10+10
 - (a) Objectives of sales promotion

- (b) Mailing materials
- (c) Subsidiary rights
- (d) Subscription books
- (e) Field sales representatives and their role
in book promotion

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