

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) *This question paper has **ten** questions.*

(ii) *All questions carry equal marks.*

(iii) *Attempt any **five** question.*

(iv) *Answer each question in about **300-350** words, unless otherwise instructed.*

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1. "Reviews are vital for successful selling of professional and scholarly books." Discuss with examples. 20

2. Discuss the various elements of an author's questionnaire for promotion purposes. 20
3. What are the areas of book promotion when the author can play an important role ? Elaborate with examples. 20
4. Write short notes on trade fairs, book fairs and exhibition, distinguishing among their relative importance. 20
5. What is meant by mass distribution of books ? Explain with reference to the different kinds of books. 20
6. Write an essay on the characteristics and significance of distribution systems. 20
7. Can a publisher go in for sale and distribution of books by himself ? Discuss with reasons. 20
8. "The ultimate sales outlet is the Retailer" in the book publishing industry. Discuss with reference to role of Distributor *vs.* Retailer. 20

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9. Write an essay on the economics of book publishing, touching on cash flow, publishing costs and income factors. 20
10. Distinguish between fixed costs and unfixed costs in publishing using suitable examples. 20

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