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MBP-004

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

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

Note : *All questions compulsory. All questions carry equal marks. Attempt each question in **300–350** words, unless otherwise instructed.*

1. “There are different marketing strategies for different kinds of books.” Discuss with examples. 20

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Or

Distinguish between wholesales and distributors of books giving reasons for the difference between the two.

2. Discuss the importance of book promotion in the whole process of publishing. 20

Or

What is the importance of sales representatives for selling book ? Elaborate with examples.

3. "The publisher has to put in a lot of thinking, planning and hard work before publishing a book." List some of the decisions he has to taken, explaining the reason for each. 20

Or

Write a note on the importance of book exhibitions.

4. Elaborate on the crucial role played by distribution systems in Book Publishing. 20

Or

Define unfixed or variable costs with reference to book publishing, giving suitable examples.

5. Write short notes on any *two* of the following
in about **150–200** words each : 10+10=20

- (a) Book reviews
- (b) Author's questionnaire
- (c) Trade fairs
- (d) Different selling techniques for different books
- (e) Break-even point

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