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MBP-004

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

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

Note : *This question paper has **five** compulsory questions. All questions carry equal marks. Attempt each question in about **300-350** words, unless otherwise instructed.*

1. What do you understand by Online Marketing ? How do authors and publishers use this to market books ? 20

Or

What are some of the issues covered in Publisher-Distributor Agreements ?
Elaborate with examples.

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2. Briefly discuss the methods adopted for the distribution of books. 20

Or

Write a note on Book Promotion by mail with suitable examples.

3. Do you agree that “Book fairs play an extremely useful role in the propagation of Book Culture” ? Elaborate your answer. 20

Or

“Mass Distribution of books brings about a qualitative change in the social fabric of a nation.” Discuss the pros and cons of this statement.

4. What are the *three* elements that go into calculation of the cost of book publishing. 20

Or

What is the difference between fixed costs and unfixed cost ? Discuss with examples.

[3]

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

- (a) Objectives of Direct Marketing
- (b) Author's role in Book Promotion
- (c) Importance of cover design of a book
- (d) Retailers
- (e) Selling price

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