



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**PUBLISHING COSTS AND PRICING FOR OPEN MARKETS**

**IPU 2102**

**Part II First Semester Examination Paper**

**DECEMBER 2015**

This examination paper consists of 2 pages

**Time Allowed: 3 hours**

**Total Marks: 100**

**Special Requirements: None**

**Examiner's Name: MRS. M.M. Tapfuma**

**INSTRUCTIONS**

1. Answer Question 1 and any other three (3) Questions
2. Question 1 carries 40 marks and Each of the other questions carries 20 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

**MARK ALLOCATION**

<b>QUESTION</b>	<b>MARKS</b>
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1 a) The selection of a printer requires diligence from the buyer. Discuss the issues that have to be observed before deciding on a printer model for purchase.

**(25 marks)**

b) Briefly discuss the following terms in publishing management:

- i) Pre-press costs **(3 marks)**
- ii) Impression costs **(3 marks)**
- iii) Overheads **(3 marks)**
- iv) Royalty **(3 marks)**
- v) Revenue **(3 marks)**

2. The price of a Home Economics textbook has been set at \$10 per copy. The publisher prints 10 000 copies and finds that it takes 2 years to sell only 9 000 copies. Identify and evaluate the various reprint and pricing decisions the publisher must make.

**(20 marks)**

3. Government policies can affect the environment of textbook publishing in several ways. Critique.

**(20 marks)**

4. Prudent publishers watch over the cash costs of production and also over the costs of time.

5. Analyse the various ways that can be employed to save time and money in book development and production.

**(20 marks)**

6. For a publisher, each new title is a new project. Wise publishers therefore analyse the likely costs and revenue of every new title before deciding whether or not to undertake its publication. Discuss the elements of the title budget.

**(20 marks)**

**END OF PAPER**