

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**  
**PART 11 SECOND SEMESTER DECEMBER 2013 EXAMINATIONS**  
**IPU 2111 MARKETING OF EDUCATIONAL MATERIALS**  
**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

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.
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1. (a) Distinguish between the following marketing concepts:
  - i. The BCG matrix and the Ansoff matrix. **(3 marks)**
  - ii. Early adopters and Early majority. **(3 marks)**
  - iii. Production orientation and product orientation. **(3 marks)**
  - iv. Service variability and service perishability. **(3 marks)**
  - v. Empathy and responsiveness. **(3 marks)**
  - vi. Straight rebuy and modified rebuy. **(3 marks)**

(b) Explain the Segmentation 4 'R's test. **(12 marks)**

(c) Explain any five roles of the Organisational Buying Centre. **(10 marks)**
2. In the context of book marketing, discuss the marketing concept highlighting the four pillars as identified by Kotler (2001). **(20 marks)**
3.
  - a) Explain five of the eight universal functions of Marketing. **(10 marks)**
  - b) Briefly discuss any five criticisms often levelled against Marketing. **(10 marks)**
4. With the aid of appropriate examples drawn from a book publishing environment, distinguish between Consumer marketing and Business-to-Business marketing. **(20 marks)**
5. Assess the relevance of the '6 markets framework'. Situate your assessment in a business that produces and markets educational and general books. **(20 marks)**

6. Marketing strategy can be summed up as **STP+4Ps**. Analyse this statement in the context of book publishing and marketing. **(20 marks)**

**END OF PAPER**