

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART II SECOND SEMESTER MAY 2011 EXAMINATIONS

IPU 4201 BOOK MARKETING - NATIONAL AND INTERNATIONAL DIMENSIONS

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER FOUR QUESTIONS.
2. EACH QUESTION CARRIES 25 MARKS.
3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.

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1. With the aid of relevant examples, discuss any five key success factors for participating in an International Book Fair.
 2. Critically evaluate the impact of culture on International Marketing. Draw your examples from companies that publish books.
 3. Compare and contrast book licensing and franchising as modes of entry to International Marketing. Use suitable examples from the book publishing industry.
 4. Outline the main factors - and the main arguments - for standardization and adaptation in International Marketing.
 5. By citing your examples from a book marketing situation, illustrate how the international market place differs from the domestic marketplace.
 6. What are the arguments for a company going global? Illustrate your answers with examples drawn from the educational book publishing industry.

END OF PAPER