

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING STUDIES

PART I SECOND SEMESTER AUGUST 2013 SUPPLEMENTARY EXAMINATIONS

IPU 4213 BOOK MARKETING: DISTRIBUTION CHANNEL MANAGEMENT

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) With the aid of appropriate examples, distinguish between the following marketing channel concepts:
- i. *Dual distribution* and *scrambled merchandising*. (2 ½ marks)
 - ii. *Market size* and *market density*. (2 ½ marks)
 - iii. *Channel structure* and *channel intensity*. (2 ½ marks)
 - iv. *Price maintenance* and *price discrimination*. (2 ½ marks)
- (b) Discuss **6** reasons why a book publishing company may decide to outsource the distribution function. (12 marks)
- (c) Explain **six** sources available to a marketing channel manager to find prospective channel members. (18 marks)
2. According to Coughlan et al (2002), the three basic components of the marketing channel are producers, intermediaries and consumers. In the context of book distribution, analyze the role of **intermediaries** in the marketing channel. (20 marks)
3. Evaluate **5** factors that affect the way a book marketing channel operates. (20 marks)
4. Discuss **8** cues which customers use to evaluate a bookshop service. (20 marks)
5. Examine the benefits and limitations of e-marketing in the context of book publishing. (20 marks)
6. Citing examples from a book publishing environment discuss the Product Life Cycle stages and the basic implications of each stage for channel management. (20 marks)

END OF PAPER