NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

BOOK MARKETING: DISTRIBUTION CHANNEL MANAGEMENT

IPU 4213

Part IV Second Semester Examination Paper

May 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Miss A. Moyo

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

MARK ALLOCATION

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

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1. (a) Distinguish between the following marketing channel concepts.

 i. Primary participants and facilitating participants. **(3 marks)**
 ii. Horizontal conflict and vertical conflict. **(3 marks)**
 iii. Goal incompatibility and domain incongruity. **(3 marks)**
 iv. Exclusive dealing and full-line forcing. **(3 marks)**

(b) Assess **six** distribution tasks performed by wholesalers for producers or manufacturers.
 (18 marks)

(c) Explain **five** product characteristics that affect the design of the physical distribution channel. **(10 marks)**

2. Bucklin (1966) cited in Coughlan et al (2002), identified **four** generic service outputs. Analyse these in the context of book distribution. **(20 marks)**

3. Marketing channel functions are often referred to as marketing flows. With the aid of appropriate examples drawn from a publishing scenario, evaluate **five** marketing flows in each marketing channel. **(20 marks)**

4. Examine channel classification under the following headings:
 i. Vertical marketing system **(12 marks)**
 ii. Free-flow channels **(5 marks)**
 iii. Single transaction channel **(3 marks)**

5. Rosenbloom (2003) identifies **four** developments that underlie the growing importance of marketing channels. Identify and discuss them in the context of book distribution.
 (20 marks)

6. In the context of book marketing, critique **five** bases of power for channel control as identified by French and Raven (1959). **(20 marks)**

END OF PAPER

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