

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 4215 INTER AFRICA BOOK TRADE AND ADVOCACY GROUPS
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) Explain **4** strategic advantages of exports. **(8 marks)**
- (b) Explain **4** economic rationales of governmental intervention in trade. **(8 marks)**
- (c) Explain **4** noneconomic rationales for governmental intervention in trade. **(8 marks)**
- (d) Explain **3** strategic advantages of imports. **(6 marks)**
- (e) Distinguish between the following concepts in the context of international trade.
- i. *Specific duty* and *ad valorem duty*. **(2 ½ marks)**
 - ii. *Trade creation* and *trade diversion*. **(2 ½ marks)**
 - iii. *A free trade area* and *a common market*. **(2 ½ marks)**
 - iv. *An absolute quota* and *a tariff quota*. **(2 ½ marks)**
2. Protectionism has both pros and cons. Discuss them in the context of intra-continental book trade in Africa. **(20 marks)**
3. Appraise the role of donors in intra-Africa book trade. Support your response with appropriate examples. **(20 marks)**
4. Assess the tariff and non-tariff barriers erected or faced by African countries as they trade in books amongst one another. **(20 marks)**

5. You are a Marketing consultant. A client in the book publishing industry is considering using either Licensing or Franchising to enter three quite similar African markets. Prepare a paper that discusses the advantages and limitations of each strategy to facilitate decision making by the client. **(20 marks)**

6. Critically evaluate, in the context of book marketing, the incentives governments offer to exporters. **(20 marks)**

END OF PAPER