



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

INTER AFRICA BOOK TRADE AND ADVOCACY GROUPS

IPU 4215

Part IV Second Semester Supplementary Examination Paper

July 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Mrs. M. M. Tapfuma

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

1. a) In principle, no country allows an unregulated flow of goods and services across its borders. Discuss the 2 underlying rationales for governments' intervention in trade. **(20 marks)**
- b) Distinguish the following concepts in international trade:
- i. Specific duty and ad valorem duty **(2 ½ marks)**
 - ii. Trade creation and trade diversion **(2 ½ marks)**
 - iii. Import and export **(2 ½ marks)**
 - iv. Gains from trade and comparative advantage **(2 ½ marks)**
2. The choice of the instrument(s) of trade control made by governments is crucial because each type may incite different responses from both domestic and foreign groups. Discuss this statement in light of the various trade instruments. **(20 marks)**
3. Describe the following levels of regional integration
- a. Free - Trade Area **(4 marks)**
 - b. Customs Union **(4 marks)**
 - c. Common Market **(4 marks)**
 - d. Economic Union **(4 marks)**
 - e. Political Union **(4 marks)**
4. Identify and discuss the effects of regional integration. **(20 marks)**
5. Trade/book fairs involve a considerable marketing investment by participating companies. Critically evaluate this statement citing examples of regional fairs. **(20 marks)**
6. Identify and discuss the hurdles to inter-African trade with particular reference to the book sector. **(20 marks)**

End of paper