



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

PUBLISHING COSTS AND PRICING FOR OPEN MARKETS

IPU 2102

Part II First 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

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) Discuss the key issues to be considered during the strategic planning for any publishing project. **(25marks)**
- b) Briefly define what is meant by the following terms:
- i) Pre-press costs **(3 marks)**
 - ii) Impression costs **(3 marks)**
 - iii) Overheads **(3 marks)**
 - iv) Royalty **(3 marks)**
 - v) Revenue **(3 marks)**
2. Discuss the two approaches to calculating the break-even point in title budgeting. **(20 marks)**
3. Analyse the main categories of costs that are involved in book development and production. **(20 marks)**
4. The role of the private sector in textbook publishing varies considerably from country to country. Compare and contrast the pricing strategies in open and closed markets. **(20 marks)**
5. Identify and discuss the main cost components of a textbook. **(20 marks)**
6. Identify 5 aspects that are considered when choosing a printer and explain their significance. **(20 marks)**

END OF PAPER