



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

MARKETING OF EDUCATIONAL MATERIALS

IPU 2111

Part II First Semester Examination Paper

DECEMBER 2015

This examination paper consists of 2 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Miss A. Moyo

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

1a) Distinguish between the following marketing concepts:

- i. Information search and post-purchase behaviour. **(3 marks)**
- ii. Market penetration and price penetration. **(3 marks)**
- iii. Test marketing and commercialization. **(3 marks)**
- iv. Cause marketing and event marketing. **(3 marks)**
- v. Relative advantage and complexity. **(3 marks)**
- vi. Core product and augmented product. **(3 marks)**

b) Explain the five phases of International Marketing involvement.

(10 marks)

c) Explain six reasons for new product failure in the context of book publishing and marketing.

(12 marks)

- 2. Evaluate the relevance of the targeting strategies at the disposal of a marketer, citing your examples from the book publishing industry. **(20 marks)**
- 3. A marketing consultant is invited by a textbook publisher to make a presentation on the merits and demerits of Internet marketing. Prepare a presentation for the client. **(20 marks)**
- 4. Situating your discussion in a book publishing context, discuss the major reasons why companies decide to engage in international marketing. **(20 marks)**
- 5. Critically evaluate the marketing mix for a company that produces a service. Use examples from the book publishing industry. **(20 marks)**
- 6. Carry out a **SWOT** analysis of a textbook publishing company you are familiar with. **(20 marks)**

END OF PAPER