



**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 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: 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**

<b>QUESTION</b>	<b>MARKS</b>
1.	<b>40</b>
2.	<b>20</b>
3.	<b>20</b>
4.	<b>20</b>
5.	<b>20</b>
6.	<b>20</b>

1 (a) Distinguish between the following marketing concepts:

- i. Shopping goods and specialty goods. (3 marks)
- ii. Market development and market penetration. (3 marks)
- iii. Mass market and niche market. (3 marks)
- iv. Segmentation and counter-segmentation. (3 marks)
- v. Differentiated targeting and concentrated targeting. (3 marks)
- vi. Influencers and gatekeepers. (3 marks)

(b) Explain any two categories of industrial goods. (4 marks)

(c) Explain each market in the six markets framework . (18 marks)

2. Analyze the Personal Selling Process as it applies in a book marketing environment. (20 marks)

3. The only difference between products and services is that in the latter, the intangible component is greater than in the former. Analyse this statement by referring to the distinguishing features of services that emanate from its intangible nature. Draw your examples from an academic book publishing environment. (20 marks)

4. In spite of many similarities between Consumer and Industrial goods, there are significant differences between them which have serious implications for their marketing. In the context of publishing, discuss at least 7 distinguishing characteristics of B2B Marketing. (20 marks)

5. Assess the superiority of Relationship Marketing over Transactional Marketing in the context of publishing. (20 marks)

6. Evaluate the Ansoff matrix as it applies to a book publishing firm. (20 marks)

**END OF PAPER**