

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART II SECOND SEMESTER MAY 2011 EXAMINATIONS
IPU 220I MARKETING OF EDUCATION MATERIALS

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER FOUR QUESTIONS.
2. EACH QUESTION CARRIES 25 MARKS.
3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.

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1. Discuss each of the following concepts within the context of a company that markets school books:
 - (a) The New Product Development Process **(8 marks)**
 - (b) The BCG Matrix **(8 marks)**
 - (c) The Product Life Cycle **(9 marks)**
 2. "There are no such things as service industries. There are only industries whose service components are greater or less than those of other industries. Everybody is in service." (Levitt in Albrechet, 1988). Evaluate the role of the Bookseller against the statement above.
 3. Drawing your examples from a textbook publishing company, discuss the bases of segmentation that could be used for effective marketing.
 4. Discuss the role played by International Book Fairs in Africa in trade book marketing.
 5. It has been said that Marketing is too important to be left to marketers (O Driscoll, 1977:88). Show how a company that markets school textbooks can get all its departments to adopt a marketing orientation.
 6. Marketing textbooks cannot be done effectively through modern electronic media in Africa. Discuss suggesting the best tools for marketing school books.

END OF PAPER