

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART II SECOND SEMESTER JULY 2011 SUPPLEMENTARY 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 business that markets school textbooks:
 - (a) The Marketing Mix **(8 marks)**
 - (b) The Communication Mix **(8 marks)**
 - (c) The Product Life Cycle **(9 marks)**
 2. Explain the use of Ansoff Matrix, drawing examples from a company that markets educational materials.
 3. Discuss the main advantages and disadvantages of three main methods of promoting books in Zimbabwe.
 4. In the context of marketing educational materials, discuss five bases of market segmentation.
 5. Explain the following concept drawing your examples from a company that produces and markets school books:
 - (a) The BCG Matrix **(25 marks)**
 6. Drawing your examples from marketing educational books, analyse the New Product Development Process.

END OF PAPER