



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

STRATEGIC PLANS IN PUBLISHING

IPU 4101

Part IV First Semester Supplementary Examination Paper

JULY 2016

This examination paper consists of 4 pages

Time Allowed: 3 hours

Total Marks: 100

Special Requirements: None

Examiner's Name: Miss A. Moyo

INSTRUCTIONS TO CANDIDATES

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. Read the following case study and answer the questions below it:

Innovation Media Consulting has launched its 2015 "[Innovations in Magazine Media](#)" report at this week's Digital Innovators' Summit in Berlin. Published in partnership with worldwide magazine media association FIPP, the publication contains almost 40 case studies for magazine publishers looking to get to grips with the digital transformation of their businesses.

Presenting the report, IMC partner Juan Señor said previous editions had been about prognostications, but this one is about prescriptions. "This year we felt like editors of a guide rather than a forecast," he said.

He identified several familiar trends for magazine publishers to focus on: video, native advertising, programmatic and big data. But top of his agenda for magazine publishers was the the development of a mobile strategy. "This is the 'Mobile Moment', the tipping point where mobile traffic overtakes desktop," he said.

Many magazine publishers have found it difficult to bring marketers along with them on their mobile offerings. This is because they have been going about things the wrong way, said Señor. "Trying to migrate PDFs onto devices is a mistake we see repeated over and over again."

He says the future is to create 'untethered' apps, responsive content in HTML5, designed once but published everywhere. But publishers need a clear strategy to be clear on what they are publishing and why they publish on to specific mobile platforms.

Visual content, especially video, topped the list. Although he acknowledged that it would be a challenge for text based publishers to make the move, his advice was to "start shooting today".

- a) Discuss fully, with examples, the mobile strategy referred to here. **(20 marks)**
 - b) Elaborate on the familiar trends that the author refers to in the passage above. **(10 marks)**
 - c) Why do you think visual content would top the list? Give reasons. **(10 marks)**
2. How best can service providers address the ever-changing dynamics in the book market to meet current demand? In your answer, try and bring out at least four service lines expected of a literary. **(20 marks)**
 3. 'Product usage situations play a critical role in consumers' perceptions of products as substitutes or complements.' Discuss. **(20 marks)**

4. "A Publisher's top priority should be "maximizing sales and not minimizing losses."
Critique. **(20 marks)**
5. Compare and contrast the strategic relationship between commercial success and quality in book publishing. **(20 marks)**
6. Read the following excerpt and answer the questions that follow:

E-Content Quarterly Editor Mirela Roncevic on Sunday served as moderator for a panel of librarians and publishers who discussed "Leading with Ebooks: New Strategies for Librarians and Publishers." The event was sponsored by [Total BooX](#), an ebook provider that offers a pay-as-you-read model, and it was dedicated to the late Ernie DiMattia, an early adopter of Total BooX and the long-time director of the Ferguson Library in Stamford, Connecticut, who died on June 26. Roncevic opened the discussion by explaining the difference between managing and leading. "In the past decade," Roncevic said, "libraries and publishers have been managing ebook technology. We must watch the horizon, not the bottom line." Yoav Lorch, founder of Total BooX, echoed that sentiment. "We must focus on enabling reading," he said. None of these limitations exist in the Total BooX model. It's unbelievable to me that this is still acceptable elsewhere." Michael Rockliff, from Workman Publishing, observed that publishers can enhance their ebooks by collecting data on what portions of a book people are reading the most. "Cookbooks, for example," he said, "if readers are spending the most time on recipes that are gluten-free, we can react to that demand." James LaRue, former director of Douglas County (Colo.) Libraries, said that part of the answer might be "not spending any more money on ebooks released by the Big Five publishers." He added that there are many independent publishers who are more amenable to flexible library sales models. "Although the ebook market is still chaotic, the biggest mistake is not making ebooks available to libraries in a sensible way. Right now they are asking us to pay in advance for a long tail that may never materialize." Lorch said that Total BooX is amenable to working with the Big Five publishers, although they have so far declined their help. "Maybe one day," he said. "Give us the books, we will find you the readers."

- a. Explain the difference between managing ebook technology and leading the ebook technology with reference to the librarians and the publishers. **(10 marks)**
- b. With the aid of examples, compare and contrast the pay-as-you-read model and the flexible library sales model. **(10 marks)**

END OF PAPER

Page 3 of 3

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