

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING STUDIES**  
**PART I SECOND SEMESTER MAY 2013 EXAMINATIONS**  
**IPU 4213 BOOK MARKETING: DISTRIBUTION CHANNEL MANAGEMENT**  
**TIME 3 HOURS**

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

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- 1(a) With the aid of appropriate examples, distinguish between the following marketing channel concepts:
- i. *Intensive distribution and exclusive distribution.* **(3 marks)**
  - ii. *Product flow and ownership flow.* **(3 marks)**
  - iii. *Vertical marketing system and corporate marketing system.* **(3 marks)**
  - iv. *Vertical conflict and horizontal conflict.* **(3 marks)**
- (b) Sorting, one of the key functions of the marketing channel, can be divided into 4 basic processes. Identify and explain them, citing your examples from a textbook publishing company. **(12 marks)**
- (c) In the context of book marketing, discuss 4 advantages and 4 disadvantages of franchising. **(16 marks)**
2. Using relevant examples, discuss 5 bases of power in a book distribution channel. **(20 marks)**
3. Evaluate the major sources of conflict in a book marketing channel. **(20 marks)**
4. Discuss both the upstream and downstream motives for forming strategic alliances in the context of book distribution. **(20 marks)**

5. Examine **5** of the key aspects of customer service in the context of the book distribution channel. **(20 marks)**
  
6. Coughlan et al (2002 ) identify **5** phases through which marketing channel relationships develop. Critically evaluate them in the context of a firm that publishes and markets educational materials. **(20 marks)**

**END OF PAPER**