



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

BOOK MARKETING: DISTRIBUTION CHANNEL MANAGEMENT

IPU 4213

Part IV Second 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 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(a) With appropriate examples, distinguish between the following marketing channel concepts:
- i. Dual distribution and scrambled merchandising. (3 marks)
 - ii. Market size and market density. (3 marks)
 - iii. Channel structure and channel intensity. (3 marks)
 - iv. Price maintenance and price discrimination. (3 marks)
- (b) Outline **five** reasons a book publishing company can use to decide to outsource the distribution function. (10 marks)
- (c) Explain **six** basic components of a logistics system with examples from the book publishing industry. (18 marks)
2. According to Coughlan et al (2002), the three basic components of the marketing channel are producers, intermediaries and consumers. In the context of book distribution, analyse the role of **intermediaries** in the marketing channel. (20 marks)
3. Evaluate **five** factors that affect the way a book marketing channel operates. (20 marks)
4. Critique **eight** cues that customers use to evaluate services of a bookshop. (20 marks)
5. Examine the merits and demerits of electronic marketing channels, drawing your examples from a book publishing and marketing environment. (20 marks)
6. Citing examples from a book publishing environment, evaluate the Product Life Cycle stages and the basic implications of each stage for channel management. (20 marks)

END OF PAPER