

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 4215 INTER AFRICA BOOK TRADE AND ADVOCACY GROUPS
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) Using relevant examples, distinguish between the following international trade concepts:
- i. *Comparative advantage* and *absolute advantage*. **(3 marks)**
 - ii. *Licensing* and *Franchising*. **(3 marks)**
 - iii. *Customs union* and *common market*. **(3 marks)**
 - iv. *A subsidy* and *a quota*. **(3 marks)**
- (b) Hill (2001) observes that trade policy uses seven instruments. Explain **six** of them in the context of intra-Africa book trade. **(18 marks)**
- (c) Explain **5** factors that hamper intra-Africa book trade. **(10 marks)**
2. Citing your examples from a book publishing environment, discuss why African governments often intervene in international trade with special reference to intra- Africa trade in books. **(20 marks)**
3. Assess the extent to which international book fairs such as the Zimbabwe International Book Fair (ZIBF) have helped intra-Africa book trade. **(20 marks)**
4. Evaluate the benefits and drawbacks of regional integration in the context of book marketing among African countries. **(20 marks)**

5. Carry out an appraisal of the role of either APNET or the African Book Collective (ABC) in the development, marketing and distribution of books amongst African countries.
(20 marks)

6. With the aid of appropriate examples drawn from a book marketing context, present an argument for the protection of local industries.
(20 marks)

END OF PAPER