



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

MARKETING OF PUBLICATIONS

IPU 1220

Part I Second Semester Examination Paper

February 2025

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Miss H. Ndlovu

INSTRUCTIONS TO CANDIDATES

1. Answer any four (4) questions.
2. All the questions carry 25 marks each.
3. Importance is attached to accuracy, clarity of expression and legible handwriting.

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Companies that fail to develop new products are putting themselves at risk. At the same time new product developments are risky.

a) Justify the reasons for failure of new products. **(13 marks)**

b) Briefly explain the factors that hinder the progress of new product development. **(12 marks)**

[TOTAL 25 marks]

2. Use examples from the publishing industry to discuss the importance of the marketing environment to a marketing manager. **(25 marks)**

3. Citing your examples from a publication of your choice, evaluate the relevance of the targeting strategies at the disposal of a marketer. **(25 marks)**

4. Illustrate a Product Life Cycle (PLC) chart and explain the PLC stages, highlighting the promotional strategies that can be used in each stage. **(25 marks)**

5. Outline the reasons for a company going global. Draw your examples from the publishing industry. **(25 marks)**

6. Explain how best publication marketers can address the ever changing dynamics in the marketing environment to meet current demands. **(25 marks)**

END OF PAPER

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