



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF PUBLISHING STUDIES
LOGISTICS AND DISTRIBUTION OF INFORMATION PRODUCTS
IPU 2222

Part II 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 questions carry 25 marks.
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. Marketing channel functions are often referred to as marketing flows. With the aid of appropriate examples drawn from a publishing scenario, evaluate five marketing flows in each marketing channel. **(25 marks)**
2. a) Outline five reasons a book publishing company can use to decide to outsource the distribution function. **(10 marks)**
b) Explain five basic components of a logistics system giving examples from a book publishing industry. **(15 marks)**
[Total 25 marks]
3. a) Distinguish between the following marketing channel concepts:
i) Primary participants and facilitating participants
ii) Horizontal conflict and vertical conflict
iii) Goal incompatibility and Domain incongruity
iv) Exclusive dealing and full – line forcing **(12 marks)**
b) Assess six distribution tasks performed by wholesalers for producers or manufacturers. **(13 marks)**
[Total 25 marks]
4. Critique eight cues that customers use to evaluate services of a bookshop. **(25 marks)**
5. Citing examples from a book publishing environment, evaluate the Product Life Cycle stages and the basic implications of each stage for channel management. **(25 marks)**
6. a) Examine the merits and demerits of intermediaries in marketing channels, drawing your examples from a book publishing environment. **(10 marks)**
b) Give a detailed account of the roles an intermediary plays in a marketing channel. **(15 marks)**
[Total 25 marks]