



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF PUBLISHING STUDIES
PUBLISHING MANAGEMENT, ORGANISATION AND STRATEGY
IPU 4120

Part IV Special Examination Paper

August 2024

This examination paper consists of 2 pages

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

INSTRUCTIONS TO CANDIDATES

1. Answer **any 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. Analyze Porter's Five Forces Framework, highlighting its strengths and weaknesses. **[25 Marks]**
2. Critically evaluate the phases of the strategic management process, providing examples from a selected publishing industry case study. **[25 Marks]**
3. Describe and substantiate the contributions of management in the processes of product planning and development within a medium-sized publishing firm. **[25 Marks]**
4. Examine the alignment matrix of management companies and delineate the responsibilities of all stakeholders involved. **[25 Marks]**
5. Investigate the pre-press expenses associated with producing a publication of your choice. **[25 Marks]**
6. Assess the significance of market research in the context of publishing strategy formulation. **[25 Marks]**

END OF PAPER

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