



**BOWEN UNIVERSITY IWO
COLLEGE OF COMPPUTING AND COMMUNICATION STUDIES
MASS COMMUNICATION PROGRAMME
SECOND SEMESTER EXAMINATION 2022/2023 SESSION**

Course Title: Research in Book Publishing

Course Code: MAS 438

Duration: 2hrs.

Unit 2

Instruction: Answer question one and any other two

Question 1: Explain the systematic process a manager should undertake to ensure that a marketing –mix is based on research and innovation. (30marks)

Question 2: State the basic steps of survey research in book publishing (20marks)

Question 3: Explain the importance of product, media and marketing research in book publishing. (20marks)

Question 4: What do you understand by the seven Ps of marketing? (20 marks)

Question 5: Write short notes on the following:

- (1) Quantitative research
- (2) Qualitative research
- (3) Effective use of research results (20 marks)