

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**  
**PART 1 FIRST SEMESTER JANUARY 2011 EXAMINATIONS**  
**IPU 1101 PUBLISHING STUDIES I: INTRODUCTION TO PUBLISHING**  
**THEORY**

**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. ANSWER ANY FOUR QUESTIONS.
  2. EACH QUESTION CARRIES 25 MARKS.
  3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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1. Publishing is a commercial business, employing many skilled and non-skilled personnel. Discuss the roles of the people involved in book publishing.
2. Book Publishing is all about recording human activity for posterity. Assess the validity of this claim.
3. The editor is the most central role player in the book publishing process. Critique.
4. Discuss the advantages and setbacks associated with IT developments in book publishing.
5. The author's contract is integral to book publishing. Discuss.
6. Evaluate the book publisher's role in society.

**END OF PAPER**