



# NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

INTRODUCTION TO PUBLISHING

IPU 1111

Part 1 First Semester Examination Paper

December 2015

This examination paper consists of 2 pages

**Time Allowed: 3 hours**

**Total Marks: 100**

**Special Requirements: None**

**Examiner's Name: Miss. S. Mpofu**

## **INSTRUCTIONS TO CANDIDATES**

1. Answer question 1 and any other three (3) Questions
2. Question 1 carries 40 marks and each of the other questions carries 20 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

## **MARK ALLOCATION**

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1. (a) Publishing is a strategic industry that requires government support, especially because it is vital to the rehabilitation of the education system. With reference to Zimbabwe, discuss what the government must do to support publishing. **(25 marks)**  
  
(b) The creation of a reading culture and provision of relevant books is important for the growth of local publishing. Critique. **(15 marks)**
2. Assess the changes brought by digitisation and the internet to the publishing environment, specifically showing how publishers should adapt to remain relevant. **(20 marks)**
3. The essence of publishing is to create profit by disseminating information. Analyse this statement with reference to five different kinds of publishing. **(20 marks)**
4. A publishing business requires accountability for the development of products, funding and the coordination of the business activities. Critique this statement looking at the publishing process. **(20 marks)**
5. Publishers are now marketing and selling their books while taking away business from booksellers. With reference to Zimbabwe, assess the relevance of booksellers in the publishing chain. **(20 marks)**
6. Contracts are formal written agreements between the publisher and author(s), setting out the responsibilities of each party. Assess the contents of such documents and establish their importance in the publishing process. **(20 marks)**

**END OF PAPER**