



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**PUBLISHING COSTS AND PRICING FOR OPEN MARKETS**

**IPU 1112**

**Part II First Semester Supplementary Examination Paper**

**JULY 2015**

This examination paper consists of 2 pages

**Time Allowed: 3 hours**

**Total Marks: 100**

**Special Requirements: None**

**Examiner's Name: MRS. M.M. TAPFUMA**

**INSTRUCTIONS**

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**

<b>QUESTION</b>	<b>MARKS</b>
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1 (a) Compare and contrast, citing examples, the book developments, after independence, in Anglophone Africa and Francophone Africa.

(b) Children's literature plays an important role in inculcating a reading culture at an early stage. Discuss the contributions of the ZBDC and other publishers in fulfilling this role.

2. African upcoming publishers face many formidable obstacles and challenges in establishing their businesses in the publishing industry. Evaluate the entry barriers and challenges that characterise the industry.

3. Walter Bgoya contends that "Behind the backwardness of the publishing industry is a history of inappropriate ...policies". Critique this view.

4. What effect do the following aspects have on sustainable book development, production and marketing in Africa;

- a) Donor support **(5 marks)**
- b) Financial constraints **(5 marks)**
- c) Management and staff skills **(5 marks)**
- d) Plans and strategies **(5 marks)**

5. Book development in Africa is faced with quite a number of challenges and threats. Discuss this statement highlighting the collective efforts made so far to overcome them giving examples.

6. "There is no guarantee that the operation of a competitive market based system will automatically solve equity and availability problems." Discuss.

**END OF PAPER**