

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**  
**PART II SECOND SEMESTER MAY 2013 EXAMINATIONS**  
**IPU 2211 MANUSCRIPT COMMISSIONING AND ACQUISITION**  
**TIME: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS
  2. QUESTION 1 CARRIES 40 MARKS AND THE OTHER QUESTIONS CARRY 20 MARKS EACH
  3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING
- 

1. Discuss the content (briefly) of various enabling or supporting documents when commissioning or acquiring the following publishing projects:
  - a) Course Series for Form I to Form IV involving many authors. **(20 marks)**
  - b) A novel half done by a popular (successful) author- Shimmer Chinodya. **(20 marks)**
2. Discuss the key networks a desk editor uses when managing the publishing process after manuscript handover by the commissioning editor. **(20 marks)**
4. List building involves management backwards and forwards the list. Justify this statement. **(20 marks)**
4. Marketing staff have no role to play in list building or management. Critique. **(20 marks)**
5. The rights and contract affect authors and publishers alike. Evaluate the editor's role in clarifying and reducing irrevocable arguments with authors. **(20 marks)**
6. The commissioning editor's prudent interaction with sub-editors and production staff formally and informally can lead to time and cost savings. Discuss. **(20 marks)**

**END OF PAPER**