



**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**DEPARTMENT OF PUBLISHING STUDIES**

**MANUSCRIPT COMMISSIONING AND ACQUISITION**

**IPU 2211**

**Part II Second Semester Supplementary Examination Paper**

**July 2016**

This examination paper consists of 2 pages

**Time Allowed: 3 hours**

**Total Marks: 100**

**Special Requirements: None**

**Examiner's Name: Dr. N L Dlodlo**

**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**

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

1. Explain the following terms in book development:
  - (a) Course commissioning and rights acquisition. **(8 marks)**
  - (b) Use of profit and loss to increase market share. **(8 marks)**
  - (c) Use of the contract to manage a project and possible conflict. **(8 marks)**
  - (d) Advance book information for a course series in mathematics. **(8 marks)**
  - (e) Out of stock and out of print. **(8 marks)**
  
2. Prepare clear notes to assist your editor of an English series in preparing items for submission to the book evaluation panel. **(20 marks)**
  
3. What are the advantages of a strong backlist in developing new courses for a new curriculum? **(20 marks)**
  
4. The commissioning editor has no role in book marketing. Critique. **(20 marks)**
  
5. When putting a book out of print, the series editor has to liaise with interested parties. Justify each named party. **(20 marks)**
  
6. ICTs have killed the business of book publishing. Justify this assertion. **(20 marks)**