

**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 2212 BOOK PRODUCTION PROCESSES**

**TIME: 3 HOURS**

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 WRITING
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1. Discuss what happens at each of the following stages of the book production process
  - a) Pre-production meeting **(8 marks)**
  - b) Page layout design **(8 marks)**
  - c) Page proofs **(8 marks)**
  - d) Film making **(4marks)**
  - e) Ammonia proofs **(4 marks)**
  - f) Print finishing **(8 marks)**
2. A large Book Publishing company has a Publishing Development Department and a Publishing Services Department, each headed by a manager who reports to a Publishing Director. Discuss the roles of the other critical personnel in the two departments and how they interact during the book production process(es). **(20 marks)**
3. Besides considering the capacity of the market to buy full colour work, the editor must make other technical considerations before settling for a full colour product. Justify this statement. **(20 marks)**
4. With the emergence of modern technology, book printing is no longer the nightmare that it used to be for small scale publishers and departments in need of promotion copies. Critique. **(20 marks)**
5. Print houses have many options to choose from for a process to use in a print job. Discuss the option(s) used by a printing house (provide name) in Zimbabwe. **(20 marks)**
6. Discuss the cost implications of the form in which a publishing house submits copy to the typesetter. **(20 marks)**

**END OF PAPER**