

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING

PART II SECOND SEMESTER AUGUST 2013 SUPPLEMENTARY 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. Briefly explain the reason(s) for each of the following assertions:
 - a) A buyer of printing services must not rely on just one quotation, but obtain at least three from which one will be selected. **(8 marks)**
 - b) In a publishing house, the buyer of typesetting services must be very clear on the exact form in which copy will be submitted to the typesetter. **(8 marks)**
 - c) Paper is the most worrying cost centre, for any publishing project. **(8 marks)**
 - d) In book production, cost control by the finance department is likely to present less problems to the editor than arbitrary cost cutting. **(8 marks)**
 - e) If lamination or varnishing is going to be applied to a cover, the printer or binder must be notified early or on the 'spec'. **(8 marks)**
2. A publishing house is developing a new textbook for primary school education. Discuss the factors that will determine the final decision in choosing stock for the project. **(20 marks)**
3. Failure to adhere to a delivery schedule and to communicate early enough by any one supplier in a text book production process can have far reaching ripple effects on a number of businesses. Critique this statement. **(20 marks)**

4. Two printing companies have acquired and installed exactly the same state-of-the-art printing equipment that is suitable for a publisher's job. Discuss ways in which one of the printers can have an edge over the other to get the publisher's print job. **(20 marks)**
5. Identify common prepress faults and examine the effects of each of them on the final quality of the printed product. **(20 marks)**
6. Fig. 1 below shows three stages in book production, and the level of management and task complexity associated with each one. Discuss the extent to which the suggested levels of complexity are valid. **(20 marks)**

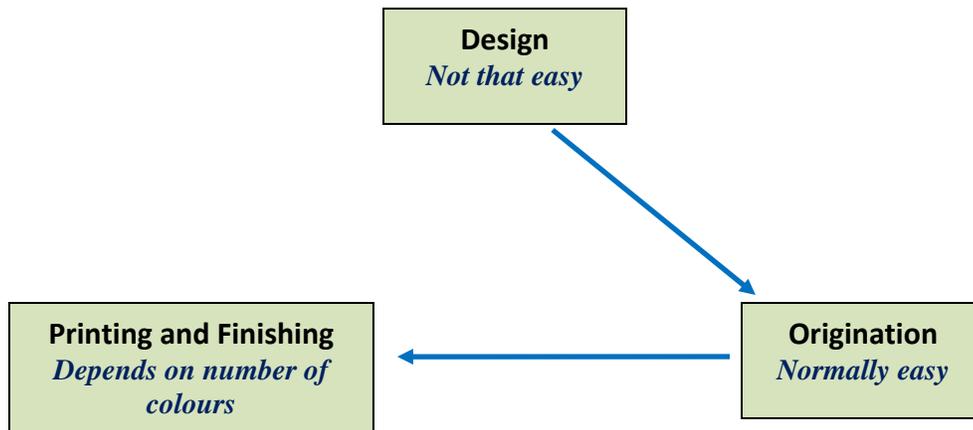


Fig. 1

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