



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF PUBLISHING STUDIES

BOOK PRODUCTION PROCESSES

IPU 2212

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

QUESTION	MARKS
1.	40
2.	20
3.	20
4.	20
5.	20
6.	20

1. Briefly explain the possible justifications for each of the following assertions:
 - a) In book production, cost control by the finance department is more preferred by the editor than arbitrary cost cutting. **(10 marks)**
 - b) Paper is the most worrying cost centre, for any publishing project. **(10 marks)**
 - c) The decision to use colour in a publication cannot simply be based on an author's wish. **(10 marks)**
 - d) The buyer of printing services must not rely on just one quotation, but obtain at least three from which one will be selected. **(10 marks)**

2. Identify common prepress faults and examine the causes and effects of each of them on the final quality of the printed product. **(20 marks)**

3. Compare and contrast the copy editing and design functions as they relate to the book production process. **(20 marks)**

4. Evaluate the traditional or conventional book production process against emerging computer based processes. **(20 marks)**

5. Two printing companies have acquired and installed exactly the same state-of-the-art printing equipment that is suitable for the 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)**

6. Publishers' print buyers have many options to choose from for a process to use in a print job. Discuss prevailing options and the prevalent preferences of buyers in Zimbabwe. **(20 marks)**