

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

PART 11 SECOND SEMESTER AUGUST 2013 SUPPLEMENTARY EXAMINATIONS

IPU 2215 PRODUCTION AND PUBLISHING OF SCHOLARLY MATERIALS

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS.
 2. QUESTION 1 CARRIES 40 MARKS AND ALL OTHER QUESTIONS CARRY 20 MARKS EACH.
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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- 1a) With the aid of a diagram, discuss the life cycle of scholarship. **(25 marks)**
- 1b) Explain any 3 elements of the journal production chain. **(15 marks)**
2. Four main parties participate in scholarly journals publishing. Discuss their roles. **(20 marks)**
3. Compare and contrast the open access business models and the traditional subscription models. **(20 marks)**
4. Assess the opportunities and challenges presented by the electronic and digital markets to scholarly publishing. **(20 marks)**
5. Identify 4 types of scholarly journal articles and discuss their functions. **(20 marks)**
6. Analyse the legal implications of the changing landscape of scholarly publishing. **(20 marks)**

END OF PAPER