

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**

**BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING**

**PART II FIRST SEMESTER JANUARY 2011 EXAMINATIONS**

**IPU 4102 SUSTAINABLE BOOK DOCK DEVELOPMENT**

**TIME: 3 HOURS**

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS.
2. QUESTION 1 CARRIES 40 MARKS AND EACH OF THE OTHER QUESTIONS CARRY 20 MARKS EACH.
3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.

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1. Following the research on a book development system in Africa South of the Sahara/SADC, summarize your findings. Contrast findings and theory learnt explaining oddities and gems of the system in your selected country.
  2. Compare and contrast the various typical elements that can be associated with open systems of book development and contrast with those of closed markets.
  3. The recent (2008 to 2010) wave of book tenders funded by a consortium of European donors led by UNICEF has left Zimbabwe's book sector in a big mess. The most important casualties are "industrial development" and "user participation in choice or selection". Discuss giving pros and cons of the tenders and taking a stand for or against the whole exercise.
  4. The Booksellers' Association members are usually weak and a mixed blessing to Publishers in a truly open market. Evaluate the bookseller's role as well as their relationships with publishers in Zimbabwe.
  5. Critique the need for the so called 'four (4) pillars of sustainable book funding' especially when contrasted with the self funding in Lesotho or Botswana.
  6. Reading books and magazines are the only way to sustain 'a reading culture in a modern society'. Critique this assertion.

**END OF PAPER**