

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART IV FIRST SEMESTER DECEMBER 2013 EXAMINATIONS
IPU 4112 SUSTAINABLE BOOK DEVELOPMENT AND FUNDING

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS.
 2. QUESTION 1 CARRIES 40 MARKS AND ALL THE OTHER QUESTIONS CARRY 20 MARKS EACH.
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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1. You have been invited by King Mswati's new Cabinet to outline and justify the essential characteristics of a liberalized book industry.
 - a) Design a structure and put down strong arguments for the necessity of each aspect of the structure. **(20 marks)**
 - b) Summarize where they are currently, and also where they must be with the new structure. **(20 marks)**
2. The Book industries of Botswana and Lesotho are funded by the Governments in a sustainable way. Discuss the funding system of each of the systems and identify the differences in their approach. **(20 marks)**
3. Book selection (choice) is not a feature of 'closed' markets. Discuss the necessity for user selection of books at school level. **(20 marks)**
4. Competition is essential for sustainable book development. Critique, giving examples of the improvements that are brought to bear for a book industry and for the users of books. **(20 marks)**
5. Discuss the role that Donors should play in the book sector? **(20 marks)**
6. Pearson Education has centralized all publishing services in three locations world-wide. Discuss the advantages of this business concept for the group of companies and what justification can be given for this move in 2013. **(20 marks)**

END OF PAPER