



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

Bachelor of Science Honours Degree in Library and Information Science

PRODUCTION AND PUBLISHING OF INFORMATION MEDIA

ILI 2108

First Semester Examination Paper

November 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Dr. T. Machimbidza

INSTRUCTIONS

1. Answer any four (4) questions
2. Each question carries 25 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. “The state’s informational interests may be or may not be in conflict with other actors within its jurisdiction. However, more often than not, the state behaves in a manner that suggests its interests are generally in conflict with those of its citizens.” Critique this statement in light of the state’s obligation to inform, its right to withhold information, and citizens’ right to be informed. [25 marks]
- 2.1 Discuss the role of copy-editing in the publishing process. [10 marks]
- 2.2 Examine the relationship between publishers and libraries in the responsibility of promoting literacy and nurturing a reading culture in Zimbabwe. [15 marks]
- 3.1 Assess the information process in Zimbabwe from generation, intermediation to reception showing how access to information in both urban and rural areas is affected. [12 marks]
- 3.2 Discuss the considerations that a prospective foreign publisher should make before entering the Zimbabwean textbook publishing industry. [13 marks]
- 4.1 Examine the challenges that bedevil the publishing industry in Zimbabwe and advance solutions to improve the current situation. [12 marks]
- 4.2 Textbook publishing is considered a special branch of book publishing owing to a number of factors including the large investments associated with this line of publishing. Critically assess the factors that make textbook publishing a costly venture. [13 marks]
- 5.1 Assess the use of various Internet tools in the marketing of books by publishers in Zimbabwe. [12 marks]
- 5.2 Briefly analyse roles of different departments found in a medium sized publishing house. [13 marks]
6. One of the most critical decisions that a publisher has to make in the course of a project is the selection of suppliers, particularly printers. Evaluate the factors that a publisher should consider in choosing a printer. [25 marks]