

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

PART II SECOND SEMESTER JUNE 2010 EXAMINATIONS

ILI 2202: PRODUCTION AND PUBLISHING OF INFORMATION MEDIA II

TIME: 3 HOURS

INSTRUCTION TO CANDIDATES

1. Answer any four (4) questions.
 2. Each question carries 25 marks.
 3. Give equal time to all the questions you choose.
 4. Importance is attached to accuracy, clarity and legible handwriting.
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1. Explain the following terms as they are used in the Publishing Industry:
 - i. Copy editing (5 marks)
 - ii. Manuscript evaluation (5 marks)
 - iii. Book designing (5 marks)
 - iv. Royalty (5 marks)
 - v. Micro-publishing (5 marks)
2. Discuss the advantages and disadvantages of any five (5) marketing/promotional techniques used in the book industry in Zimbabwe.
3. "Textbooks differ in many ways from the books of fiction or general non-fiction that are usually written by a single author and published for sale through retail bookshops." Discuss this statement, highlighting the characteristics of textbooks that warrant them special treatment in publishing.
4. An indigenous language frees one from the culture of the colonizer. Using Chinua Achebe's justification for the use of the English language in Africa, critique this assertion with specific reference to Zimbabwe.
5. Discuss the means that were used by the Zimbabwe Book Development Council (ZBDC) to ensure harmony in the working relationships among book publishers, the school system and libraries without compromising the long term economic viability of publishers.
6. Critique the notion that libraries are central to the publishing chain.

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