

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 AUGUST 2010 SUPPLEMENTARY 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 questions you choose.
 4. Importance is attached to accuracy, clarity and legible handwriting.
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1. The following items are valuable to every publisher for use in promotional activities. Critically explain how each of the items is used in promotion, highlight the relevance of the resultant promotions in the context of Zimbabwe.
 - i. Jacket or printed cover (5 marks)
 - ii. Review copies (5 marks)
 - iii. Presentation copies (5 marks)
 - iv. Trade announcements (5 marks)
 - v. Exhibits (5 marks)
2. From the publisher's point of view, the most basic fact about publishing translations is that there is frequently a need for paying extra for editorial preparation. Discuss any five (5) factors that are inherently of concern to a publisher regarding the economics of publishing translations.
3. "The Book Development Council was a catalyst for the development of a well-coordinated book sector as well as promotion of the reading habit." Discuss this statement with reference to viability issues concerning publishers, authors, printers, booksellers and libraries.
4. Although the value of books for children's general reading is now more widely recognised, very little has been done about it in Zimbabwe, as yet. Critique this statement with reference to Government policy and budgetary provisions.
5. In Zimbabwe, publishers existed for decades without a vibrant complementary library network. Discuss the centrality of libraries in the development of a literate society.
6. With reference to Zimbabwean law which protects intellectual property from unauthorised use, discuss the work of Zimcopy in the area of photocopying, clearly indicating the implications for poor students and for publishers.

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