

**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 MAY 2011 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 legibility of handwriting.
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1. Examine the following functions in a publishing house:
  - 1.1 Editorial (10 marks)
  - 1.2 Production (15 marks)
2. Discuss the six main sources of manuscripts. (25 marks)
- 3.1 Discuss the typical procedure followed by an average well organised publishing house in evaluating a manuscript. (10 marks)
- 3.2 Briefly assess the roles of the following phases of copy-editing:
  - 3.2.1 Preliminary stage (7 marks)
  - 3.2.2 Copy-editing stage (4 marks)
  - 3.3.3 Copy-marking stage (4 marks)
4. Critique the various sales promotion methods that a publisher may use to promote a new book. (25 marks)
5. Examine the special characteristics of textbooks that make them a specialised branch of book publishing requiring the unique attention of publishers. (12 marks)
- 5.2 Briefly explain the challenges that textbook publishers in Africa face and advance solutions. (13 marks)
6. Ngugi wa Thiongo argues that only by using indigenous languages can one become free from the culture of colonisation that he claims exists. Should writers and publishers in Zimbabwe stand up for their cultural heritage by writing and publishing in indigenous languages? Discuss. (25 marks)

*END OF PAPER*