

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 2011 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 the questions you choose.
 4. Importance is attached to accuracy, clarity and legibility of handwriting.
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1. Examine the roles of the following functions in a publishing house:
 - 1.1 Sales promotion (15 marks)
 - 1.2 Administration (10 marks)
2. Briefly explain the following terms as used in the publishing industry:
 - 2.1 Copy editing (5 marks)
 - 2.2 Manuscript evaluation (5 marks)
 - 2.3 Micro-publishing (5 marks)
 - 2.4 Book designing (5 marks)
 - 2.5 Royalty (5 marks)
3. The following are valuable items for promotion that every publisher is likely to use for every book or publication. Briefly evaluate the importance of each of these items in promotion, highlighting their suitability to Zimbabwe:
 - 3.1 Jacket or printed cover (5 marks)
 - 3.2 Review copies (5 marks)
 - 3.3 Presentation copies (5 marks)
 - 3.4 Trade announcements (5 marks)
 - 3.5 Exhibits (5 marks)
4. An indigenous language frees one from the culture of the coloniser. Critique this assertion with specific reference to Zimbabwe. (25 marks)
5. Discuss the challenges that indigenous publishers in Zimbabwe face and suggest solutions (25 marks)
6. Critique the notion that libraries are central to the publishing chain. (25 marks)

END OF PAPER