

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 2012 EXAMINATIONS

ILI 2202: PRODUCTION AND PUBLISHING OF INFORMATION MEDIA II

TIME: 3 HOURS

Instructions to candidates

1. Answer any four (4) questions.
 2. Each question carries 25 marks.
 3. Give equal time to each question.
 4. Importance is attached to accuracy, clarity and legibility of handwriting.
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1. Discuss the challenges that have affected textbook publishing in Africa and advance solutions to improve the situation. [25 marks]
 2. Examine the roles of the different departments found in a medium sized publishing house. [25 marks]
 3. Assess the six main sources of manuscripts. [25 marks]
 4. Discuss the procedure for evaluating a manuscript from the time the manuscript is received to the time the manuscript is either accepted or rejected. [25 marks]
 5. Critique the various sales promotion methods that a publisher may use to promote a new book. [25 marks]
 - 6.1 Define the phrase 'copy-editing' and show its necessity as part of the publishing process. [10 marks]
 - 6.2 Briefly outline the three phases of copy-editing. [15 marks]

END OF PAPER