

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 JULY 2012 SUPPLEMENTARY 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.
-
1. Discuss the factors that a textbook publisher needs to consider before choosing a limited array of subjects to focus on. [25 marks]
 - 2.1 Show the need for close collaboration between the copy-editor and the author in the preparation of a quality product. [10 marks]
 - 2.2 Assess the factors that the design department or designer in the production department has to balance in deciding the physical appearance of a book. [15 marks]
 3. Examine the roles of the following functions in a publishing house:
 - 3.1 Editorial [9 marks]
 - 3.2 Production [9 marks]
 - 3.3 Order fulfillment and distribution [7 marks]
 4. Discuss the challenges that indigenous publishers in Zimbabwe face and suggest solutions. [25 marks]
 5. Justify the behaviour of most publishers when they reject the majority of unsolicited manuscripts. [25 marks]
 6. Critique the need for sales promotion in the publishing industry. [25 marks]

END OF PAPER