

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 2013 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 legible handwriting.

-
1. Discuss the role of the production function in a publishing house. [25 marks]
 2. Discuss the procedure for evaluating a manuscript from the time the manuscript is received to the time it is either accepted or rejected. [25 marks]
 3. Evaluate the sales promotion methods that a publisher may use to promote a new book. [25 marks]
 4. Critique any five factors that are of concern to a publisher regarding the economics of publishing translations. [25 marks]
 5. Examine the challenges that have affected textbook publishing in Africa and advance solutions to improve the situation. [25 marks]
 6. Discuss the relationship between publishers and libraries in the responsibility of promoting literacy in Zimbabwe. [25 marks]

END OF PAPER