



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
PRODUCTION AND PUBLISHING OF INFORMATION MEDIA II
ILI 2202

Second Semester Examination Paper

May 2016

This examination paper consists of 2 pages

Time Allowed: 3 hours
Total Marks: 100
Special Requirements: None
Examiner's Name: Dr. T. Machimbidza

INSTRUCTIONS

1. Answer any four (4) questions
2. Give equal time to all questions you choose.
3. Each question carries 25 marks
4. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. “An ideal editor is said to be a superman, with world of events as well as literatures at his fingertips. He reads widely and with catholicity of taste. Else he will be taken over by his competitors.” Examine this statement in the context of an editor’s role of conceiving ideas for new projects in a publishing house. [25 marks]
2. The evaluation of manuscripts is a key component of the publishing process. Discuss the criteria employed by editors in evaluating the prospects of a manuscript. [25 marks]
3. Assess the origins of literary agents in the publishing industry and show how their work is desirable for both authors and publishers. [25 marks]
4. Textbook publishing is considered a special branch of book publishing owing to a number of factors including the large investments associated with this line of publishing. Critically assess the factors that make textbook publishing a costly venture. [25 marks]
5. Critique the Internet as an avenue for marketing of books by publishers in Africa. [25 marks]
- 6.1 Discuss the role of copy-editing in the publishing process. [10 marks]
- 6.2 Assess the challenges that face the publishing industry in Zimbabwe and advance solutions to improve the current situation. [15 marks]