



**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**

**Supplementary Examination Paper**

**July 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**

<b>QUESTION</b>	<b>MARKS</b>
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Analyse the roles of the different departments found in a medium sized publishing house. [25 marks]
2. Evaluate the six (6) main sources of manuscripts. [25 marks]
3. Critique the procedure for evaluating a manuscript from the time the manuscript is received to the time it is either accepted or rejected. [25 marks]
4. Justify the sales promotion methods that publishers in Zimbabwe use to promote new books. [25 marks]
5. Examine the importance of copy-editing in the publishing process. [25 marks]
6. Discuss the factors that make textbook publishing a special branch of book publishing that requires extra attention from publishers. [25 marks]