

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 IV FIRST SEMESTER JANUARY 2011 EXAMINATIONS

ILI 4107: PUBLISHING MANAGEMENT: THEORY AND PRACTICE

TIME: 3 HOURS

Instruction to candidates

1. Answer any four (4) questions.
 2. Each question carries 25 marks.
 3. Importance is attached to accuracy, clarity of expression and legible handwriting.
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1. “A large publishing company consists of several functions that are managed in related departments.” With reference to the statement above, assess the contributions of any five (5) departments of a publishing company to the success of any publishing venture.
 2. “Publishing requires little specialised equipment. If necessary, most publishing functions can be carried out in a traditional manner.” Examine this line of thinking in light of the role of emerging technologies in the publishing industry.
 3. Discuss the challenges that have affected textbook publishing in Africa and advance solutions to improve the status quo.
 4. Analyse factors that an entry level textbook publisher in Zimbabwe should consider when choosing a subject or a limited array of subjects to focus on.
 5. Contracts are formal written agreements between the publisher and authors of a work, setting out the responsibilities of each party. Discuss the contents of such documents and establish their necessity in the publishing process.
 6. Evaluate the relative importance of the various headings when preparing a title budget and suggest which ones could be freelanced to other independent suppliers in Zimbabwe, without jeopardising the success of the project.

END OF PAPER