

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 AUGUST 2011 SUPPLEMENTARY 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. Critique the role of the Editorial Department in successfully running publishing projects.
 2. Examine the personal attributes which are critical for excellence in publishing work.
 3. You are hired by a foreign media company to assess the risks and opportunities of entering the Zimbabwean educational publishing sector. Evaluate at least five (5) factors that the company should take into consideration.
 4. Justify why authors get fat royalties and the attention of publishers while illustrators get a once off payment and retreat into oblivion when both are equally important in the development of learning materials for schools.
 5. Examine the role of copy editors in textbook publishing.
 6. Identify and discuss five (5) promotional strategies used by African publishers that Dr Henry Chakava suggests “could be done in a better” way.

END OF PAPER