

**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 2013 EXAMINATIONS**

**ILI 4107 PUBLISHING MANAGEMENT: THEORY AND PRACTICE**

**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 legibility of handwriting.
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1. One of the editorial functions is to establish the need for a publishing project. Assess both the micro and macro factors that should be considered in making a decision on the viability of a proposed project. [25 marks]
2. A foreign publishing company retains your services to prepare a market report to enable them to assess both opportunity and risk in entry into Zimbabwe's textbook publishing industry. Identify five (5) key considerations and justify your selection and recommendations for them to invest in Zimbabwe's market. [25 marks]
3. Contracts are formal written agreements between the publisher and all authors of a work, setting out the responsibilities of each party. Assess the contents of such documents and establish their necessity in the publishing process. [25 marks]
4. Discuss the notion that online publishers incur reasonably lower expenses in the publishing process as compared to traditional publishers. [25 marks]
5. Critique the practice of freelancing in the publishing industry. [25 marks]
6. Assess the role of the African Publishers Network (APNET) in the marketing and promotion of publishing products in Africa. [25 marks]

***END OF PAPER***