

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 JULY 2013 SUPPLEMENTARY 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. Discuss the contribution of any five (5) departments of a medium-size publishing company to the success of publishing projects. [25 marks]
2. “Publishing requires little specialised equipment. If necessary, most publishing functions can be carried out in a traditional manner.” Critique this line of thinking in light of the role of emerging technologies in the publishing industry. [25 marks]
3. When authors have submitted manuscripts to the publisher, their role in the publishing process is over. Discuss this statement with reference to the role of authors in the publishing process. [25 marks]
4. Assess factors that an entry level textbook publisher in Zimbabwe should consider when choosing a subject or a limited array of subjects to focus on. [25 marks]
5. Identify and justify four (4) key publics that the Chief Executive Officer of a medium-size publishing company should pay particular attention to in a competitive environment. [25 marks]
6. Critique the open textbook market system in Zimbabwe and contrast it with a closed market in Swaziland. [25 marks]

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