



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
PUBLISHING MANAGEMENT: THEORY AND PRACTICE
ILI 4107

First Semester Examination Paper

December 2015

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. Each question carries 25 marks
3. Importance is attached to accuracy, clarity of expression and legible handwriting

MARK ALLOCATION

QUESTION	MARKS
1.	25
2.	25
3.	25
4.	25
5.	25
6.	25

1. Identify and justify publishing responsibilities that publishing houses normally find cost effective to sub-contract to independent practitioners in the conduct of a project. [25 marks]
2. Discuss the factors that a prospective publisher should consider before entering the Zimbabwean textbook publishing industry. [25 marks]
3. Critique the assertion that a Chief Executive Officer of a publishing house that has excellent functional managers is an unnecessary cost to that house. [25 marks]
4. Assess the use of various Internet tools in the marketing of books by publishers in Zimbabwe. [25 marks]
5. One of the most critical decisions that a publisher has to make in the course of a project is the selection of suppliers, particularly printers. Evaluate the factors that a publisher should consider in choosing a printer. [25 marks]
6. The commissioning of authors for a project involves the availing of guidelines, schedules and the signing of contracts. Discuss the contents of such documents and establish their necessity in the publishing process. [25 marks]