



NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE
PUBLISHING MANAGEMENT: THEORY AND PRACTICE

ILI 4107

First Semester Examination Paper

December 2016

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. “An ideal editor is said to be a superman, with the world of events as well as literatures at his fingertips. He reads widely and with catholicity of taste. Else he will be taken over by his competitors.” Examine this statement in the context of an editor’s role of conceiving ideas for new projects in a publishing house. [25 marks]

2. 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]

3. Evaluate the application of Information and Communication Technologies (ICTs) in the publishing industry. [25 marks]

- 4.1 Assess the need for a Chief Executive Officer (CEO) in a publishing house with excellent functional managers. [12 marks]

- 4.2 Identify and justify publishing responsibilities that publishing houses normally find cost effective to sub-contract to independent practitioners in the conduct of a project. [13 marks]

- 5.1 With the aid of an illustrated graph show the difference between pre-press costs and impression costs. [12 marks]

- 5.2 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. [13 marks]

- 6.1 Critique the Internet as an avenue for marketing of books by publishers in Africa. [12 marks]

- 6.2 Discuss the suitability of the closed textbook market system in Africa. [13 marks]