



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

Supplementary Examination Paper

July 2017

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. “Publishing requires little specialised equipment. If necessary, most publishing functions can be carried out in a traditional manner.” Examine this line of thinking in light of the role of emerging technologies in the publishing industry. [25 marks]
2. Discuss the qualities that should be inherent in publishing personnel if they are to excel in their responsibilities. [25 marks]
3. Within a competitive environment, identify and justify four key publics that the CEO of a medium size publishing company should pay particular attention to. [25 marks]
4. Critique the open textbook market system in Zimbabwe and contrast it with a closed market in Swaziland. [25 marks]
5. Assess the role of Non Executive Directors in fostering and supporting a publishing company’s development of sound strategies in open book markets. [25 marks]
6. Discuss the challenges that have affected textbook publishing in Africa and suggest solutions to improve the status quo. [25 marks]