

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART 1 FIRST SEMESTER DECEMBER 2013 EXAMINATIONS
IPU 1111: INTRODUCTION TO PUBLISHING

TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE QUESTIONS.
 2. QUESTION 1 CARRIES 40 MARKS AND ALL THE OTHER QUESTIONS CARRY 20 MARKS EACH.
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING.
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1. a) Publishing is a commercial business, employing many skilled and non-skilled personnel. With the aid of a diagram, discuss the roles of the people involved in book publishing. **(25marks)**
b) Evaluate the book publisher's role in society. **(15marks)**
2. Identify five different kinds of book publishing and assess their relevance in the digital era. **(20 marks)**
3. Discuss four legal elements that are integral to book publishing. **(20 marks)**
4. Discuss the major Clauses of an Author's Contract, highlighting their importance. **(20 marks)**
5. The 21st Century is characterised by rapid developments in IT. Evaluate the effects of IT on the author, publisher, book seller and the printer. **(20 marks)**
6. Trace the history of printing and comment on its contribution in democratising Renaissance thought and culture. **(20 marks)**

END OF PAPER