

**NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**FACULTY OF COMMUNICATION AND INFORMATION SCIENCE**  
**BACHELOR OF SCIENCE HONORS DEGREE IN PUBLISHING**  
**PART I FIRST SEMESTER DECEMBER 2013 EXAMINATIONS**  
**IPU 1112 INTRODUCTION TO THE BOOK SECTOR IN AFRICA**

**TIME: 3 HOURS**

**INSTRUCTIONS TO CANDIDATES**

1. ANSWER QUESTION 1 AND ANY THREE OTHER QUESTIONS
  2. QUESTION 1 CARRIES 40 MARKS AND OTHERS CARRY 20 MARKS EACH
  3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY AND LEGIBLE HANDWRITING
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1. (a) Open market systems are good for development but they also have their downside. Discuss. **(20 marks)**  
(b) In your own view, what are the prospects and constraints to Africa's book marketing strategies. **(20 marks)**
2. Discuss the obstacles that one experiences in trying to enter publishing industry. Suggest practical ways that one can implement to overcome these barriers especially in Africa. **(20 marks)**
3. The decisions that are taken by powerful international institutions, particularly in African countries largely influence the reading patterns of the general populace. Examine this statement giving examples. **(20 marks)**
4. Critique the notion that 'the absence of national book policies in most African countries has curtailed the production of quality books for external trade.' **(20 marks)**
5. Multilateral agencies like the World Bank and UNESCO play a significant role in educational development by funding African governments in the procurement of books for schools. Give an analysis of the implications of such aid on sustainable book development in Africa. **(20 marks)**
6. An assessment of the developments in publishing in Africa gives the impression that it continues to serve the English speaking elite. Critique. **(20 marks)**

**END OF PAPER**