

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONORS DEGREE IN PUBLISHING
PART I SECOND SEMESTER JULY 2011 SUPPLEMENTARY
EXAMINATIONS
IPU 1201 PUBLISHING STUDIES II: 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 OTHER QUESTIONS CARRY 20 MARKS EACH.
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY AND LEGIBLE HANDWRITING.
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1. Compare and contrast the book developments after independence in:
 - a) Anglophone Africa,
 - b) Francophone Africa, and
 - c) Lusophone Africa giving examples. **[40 Marks]**
2. African upcoming publishers face many formidable obstacles and challenges in establishing their businesses in the publishing industry. Evaluate the entry barriers and challenges that characterise the industry.
3. Walter Bgoya contends that “Behind the backwardness of the publishing industry in Africa is a history of inappropriate ...policies”. Critique this view.
4. Discuss the effect that the following aspects have on sustainable book development, production and marketing in Africa:
 - a) Donor support
 - b) Financial constraints
 - c) Management and staff skills
 - d) Plans and strategies.
5. Compare and contrast the sources of funding available to African publishers and related book industries. Use examples from Anglophone and Francophone Africa.

6. Evaluate the challenges and /or threats to sustainable book development in Africa and discuss the collective efforts that have been made in trying to overcome them, giving examples.

END OF PAPER