

NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMUNICATION AND INFORMATION SCIENCE
BACHELOR OF SCIENCE HONOURS DEGREE IN PUBLISHING
PART I JULY 2011 SUPPLEMENTARY EXAMINATIONS
IPU 1202 VISUAL AND PRODUCTION DIMENSIONS OF PUBLISHING II:
BOOK PRODUCTION

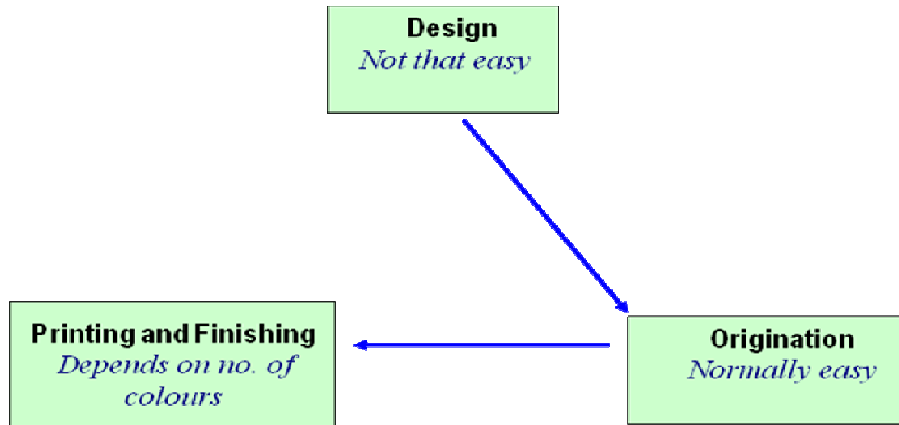
TIME: 3 HOURS

INSTRUCTIONS TO CANDIDATES

1. ANSWER QUESTION 1 AND ANY OTHER THREE (3) QUESTIONS.
 2. QUESTION 1 CARRIES 40 MARKS AND EACH OF THE OTHER QUESTIONS CARRIES 20 MARKS
 3. IMPORTANCE IS ATTACHED TO ACCURACY, CLARITY OF EXPRESSION AND LEGIBLE HANDWRITING
-

- 1 Briefly explain the reason(s) for each of the following assertions:
 - a) The Commissioning Editor is the ultimate buyer of all publishing services in a textbook publishing company. **(10 marks)**
 - b) There must always be mutual trust and effective communication between suppliers and buyers of publishing services. **(10 marks)**
 - c) Every job that a production person commissions must be based on a comprehensive contract. **(10 marks)**
 - d) In publishing, production budgets are done on the basis of estimates and not on the basis of actual prices. **(10 marks)**
- 2 Failure to adhere to a delivery schedule and to communicate early enough by any one supplier in a text book production process can have disastrous ripple effects on a number of businesses. Critique this statement.
- 3 Two printing companies recently bought and installed exactly the same state-of-the-art printing equipment that is suitable for a publisher's job. Discuss the other critical factors that the publisher's buyer must consider to reach a decision on which of the two printers will get the job.

- 4 Identify stages at which common pre-press faults occur and examine the nature and possible causes of these faults.
- 5 Fig. 1 below shows three stages in book production, and the level of management and task complexity associated with each one. Discuss the extent to which the suggested levels of complexity are valid.



- 6 Compare and contrast two printing processes that can be used in modern book production.

END OF PAPER